

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 5, 1987

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	35.7	31,200
2	FAMILY TIES	33.4	29,190
3	CHEERS	27.7	24,210
4	ACADEMY AWARDS(S)	27.5	24,040
5	MOONLIGHTING	25.4	22,200
6	GROWING PAINS	23.6	20,630
7	BARBARA WALTERS SPCL(S)	23.4	20,450
7	GOLDEN GIRLS	23.4	20,450
9	MURDER, SHE WROTE	23.3	20,360
10	60 MINUTES	22.8	19,930
11	WHO'S THE BOSS?	22.4	19,580
12	CBS SUNDAY MOVIE	21.1	18,440
13	MATLOCK	20.8	18,180
13	NOTHING IN COMMON#	20.8	18,180
15	DALLAS#	20.0	17,480
16	CBS NCAA BSKBL CHAMPSHIPS(S)	19.6	17,130
17	SPITTING IMAGE(S)	19.0	16,610
18	NEW HART#	18.9	16,520
18	227	18.9	16,520

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.0	61,350
2	FAMILY TIES	24.6	55,930
3	CHEERS	19.8	44,910
4	GROWING PAINS	17.9	40,650
5	MOONLIGHTING	17.5	39,820
6	WHO'S THE BOSS?	17.1	38,830
7	ACADEMY AWARDS(S)	16.4	37,190
8	GOLDEN GIRLS	15.8	35,970
9	MURDER, SHE WROTE	14.7	33,340
10	60 MINUTES	14.6	33,130
11	ALF	14.3	32,560
12	NOTHING IN COMMON#	13.8	31,360
13	MATLOCK	13.6	30,920
14	BARBARA WALTERS SPCL(S)	13.4	30,420
15	HIGHWAY TO HEAVEN#	13.0	29,620
16	RAGS TO RICHES	13.0	29,550
17	CBS SUNDAY MOVIE	12.9	29,400

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	30.4	27,570
2	FAMILY TIES	28.0	25,460
3	ACADEMY AWARDS(S)	23.3	21,130
4	CHEERS	23.0	20,850
5	MOONLIGHTING	21.0	19,070
6	BARBARA WALTERS SPCL(S)	20.8	18,910
7	MURDER, SHE WROTE	20.5	18,640
8	GOLDEN GIRLS	20.3	18,420
9	60 MINUTES	18.7	17,000
10	GROWING PAINS	18.7	16,940
11	CBS SUNDAY MOVIE	18.6	16,930
12	DALLAS#	17.9	16,260
13	WHO'S THE BOSS?	17.7	16,080
14	MATLOCK	17.3	15,730
15	NOTHING IN COMMON#	16.2	14,710
16	227	16.1	14,590
17	DYNASTY	15.6	14,130

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	20.2	16,570
2	CHEERS	19.3	15,790
3	FAMILY TIES	19.2	15,750
4	CBS NCAA BSKBL CHAMPSHIPS(S)	18.4	15,090
5	60 MINUTES	17.0	13,910
6	MOONLIGHTING	16.1	13,220
7	MURDER, SHE WROTE	15.0	12,320
8	ACADEMY AWARDS(S)	15.0	12,310
9	CBS NCAA BSKBL CHMP POST(S)	14.7	12,040
10	NOTHING IN COMMON#	14.6	11,940
11	CBS NCAA BSKBL CHAMP-SA-2#	14.1	11,560
11	NBC SUNDAY NIGHT MOVIE	14.1	11,560
13	MATLOCK	14.1	11,550
14	L.A. LAW	13.3	10,940
15	GROWING PAINS	12.8	10,530
16	CBS SUNDAY MOVIE	12.8	10,470
17	SPITTING IMAGE(S)	12.5	10,250
18	WHO'S THE BOSS?	12.3	10,100
19	GOLDEN GIRLS	11.8	9,680

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(t)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING APRIL 5, 1987

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	31.0	17,800
2	FAMILY TIES	29.9	17,130
3	MOONLIGHTING	25.5	14,610
4	CHEERS	25.4	14,560
5	ACADEMY AWARDS(S)	21.3	12,200
6	GROWING PAINS	20.6	11,830
7	WHO'S THE BOSS?	19.0	10,900
8	BARBARA WALTERS SPCL(S)	18.1	10,390
9	GOLDEN GIRLS	16.8	9,630
10	SPITTING IMAGE(S)	16.4	9,390
11	NBC SUNDAY NIGHT MOVIE	16.3	9,330
12	NOTHING IN COMMON#	16.0	9,190
13	RAGS TO RICHES	15.9	9,130
14	ABC SUNDAY NIGHT MOVIE	15.1	8,640
15	ALF	14.8	8,510
16	MAX HEADROOM#	14.4	8,280
17	DALLAS#	14.3	8,190
18	DYNASTY	14.1	8,080

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE	34.1	9,500
2	BILL COSBY SHOW	30.1	8,400
3	GOLDEN GIRLS	29.3	8,180
4	60 MINUTES	29.0	8,100
5	MATLOCK	29.0	8,080
6	CBS SUNDAY MOVIE	28.6	7,980
7	ACADEMY AWARDS(S)	27.5	7,670
8	BARBARA WALTERS SPCL(S)	27.3	7,610
9	DALLAS#	25.8	7,190
10	FAMILY TIES	25.7	7,180
11	227	23.6	6,590
12	FALCON CREST	23.1	6,450
13	HIGHWAY TO HEAVEN#	22.1	6,150
14	AMEN	21.7	6,060
15	MIKE HAMMER#	21.2	5,910
16	COLBYS SPECIAL(S)	20.4	5,690
17	FACTS OF LIFE	20.1	5,600
18	KENNY ROGERS SPECIAL(S)	19.1	5,320
19	CHEERS	19.0	5,310

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	CHEERS	21.9	12,210
2	BILL COSBY SHOW	20.0	11,150
3	FAMILY TIES	19.9	11,110
4	MOONLIGHTING	18.4	10,260
5	CBS NCAA BSKBL CHAMPSHIPS(S)	16.6	9,250
6	NOTHING IN COMMON#	15.2	8,500
7	NBC SUNDAY NIGHT MOVIE	14.9	8,340
7	SPITTING IMAGE(S)	14.9	8,340
9	CBS NCAA BSKBL CHMP POST(S)	14.4	8,010
10	MAX HEADROOM#	14.3	7,990
11	GROWING PAINS	14.3	7,980
12	L.A. LAW	12.9	7,220
13	ALF	12.9	7,210
14	WHO'S THE BOSS?	12.7	7,060
15	CBS NCAA BSKBL CHAMP-SA-2#	12.2	6,830
16	ACADEMY AWARDS(S)	11.8	6,610
17	60 MINUTES	11.8	6,570
18	MIAMI VICE	11.6	6,490
19	HEAD OF THE CLASS#	10.9	6,090

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.9	6,280
2	MURDER, SHE WROTE	29.0	6,080
3	MATLOCK	28.0	5,870
4	CBS SUNDAY MOVIE	23.1	4,850
5	ACADEMY AWARDS(S)	21.6	4,540
6	CBS NCAA BSKBL CHAMPSHIPS(S)	21.4	4,500
7	MIKE HAMMER#	20.7	4,350
8	BILL COSBY SHOW	19.9	4,180
9	GOLDEN GIRLS	19.0	3,980
10	CBS NCAA BSKBL CHAMP-SA-2#	18.7	3,920
11	DALLAS#	18.5	3,890
12	MACGYVER#	17.8	3,740
13	HIGHWAY TO HEAVEN#	17.5	3,670
14	NBC NIGHTLY NEWS	17.0	3,570
15	CBS NCAA BSKBL CHMP POST(S)	16.7	3,500
16	MAGNUM, P.I.	16.5	3,460
17	FAMILY TIES	16.4	3,450
18	BARBARA WALTERS SPCL(S)	15.8	3,310
19	SIMON & SIMON	15.7	3,290

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1987 REPORT

PROGRAM NAME		WK	DAY	START TIME	DUR	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
											AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					WOMEN					MEN					TEENS (12-17)	CHILDREN (2-11)								
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11													
•EVENING																																							
ABC BUSINESS BRIEF-WED													22	181	181	A 13.4	21	1171	1689	718	351	782	221	446	451	409	282	547	197	363	365	257	137	163	70^	197	131		
WED.													8.58P	1	ABC N	89	89	B 13.9	21	1215	1848	730	329	804	309	518	472	360	234	556	235	390	333	238	140	198	98	290	208
ABC BUSINESS BRIEF-FRI													21	176	185	A 11.2	19	979	1829	597	267	730	213	423	391	334	280	482	162	305	289	200	155	147	86^	470	340		
1 FRI.													8.44P	2	ABC N	88	89	B 11.7	19	1023	1907	707	291	820	250	456	435	372	312	482	160	286	274	218	162	155	86	450	299
2 FRI.													8.44P	1																									
ABC FRIDAY NIGHT MOVIE													3	187	202	A 8.1	14	708	1638	655	283	826	295	521	462	396	238	548	149^	319	338	298	178^	125^	15^	139^	90^		
FRI.													9.00P	120	ABC FF	94	98	B 8.5	14	743	1628	644	299	817	278	493	442	405	252	530	144	315	319	280	175	124	35	157	104
9.00 - 9.30																A 8.5	14	743	1575	657	293	812	278	509	459	379	249	493	125^	257	285	259	176^	83^	17	187^	130^		
9.30 - 10.00																A 7.7	13	673	1620	689	290	873	309	547	486	403	258	507	138^	271	297	261	181^	114^	9^	126^	77^		
10.00 - 10.30																A 7.9	14	690	1710	666	277	827	304	527	479	409	218	586	157^	359	383	334	181^	145^	28^	152^	99^		
10.30 - 11.00																A 8.2	15	717	1668	620	270	803	293	507	431	392	231	620	183^	397	394	339	178^	155^	21^	90^	48^		
ABC MONDAY NIGHT MOVIE													11	207		A 16.1	26	1407	1519	826	272	897	263	481	492	425	325	504	155^	289	297	267	152^	56^	22^	62^	22^		
1 MON.													9.00P	120	ABC FF	98		B 13.6	21	1189	1606	743	314	832	269	499	486	408	277	578	198	371	382	293	157	108	49	88	54
9.00 - 9.30																A 16.6	25	1451	1575	791	267	874	266	457	438	397	332	533	164^	299	298	279	177^	76^	38^	92^	42^		
9.30 - 10.00																A 16.4	25	1433	1507	831	256	878	239	450	482	445	321	503	146^	292	298	280	151^	51^	16^	75^	33^		
10.00 - 10.30																A 16.1	26	1407	1499	840	292	919	264	502	519	432	333	493	165^	285	290	246	142^	44^	17^	43^	10^		
10.30 - 11.00																A 15.2	27	1328	1492	843	272	922	279	520	530	429	317	489	152^	283	305	261	136^	47^	18^	34^	10^		
ABC NEWSBRIEF-MON													24	179	179	A 16.3	24	1425	1437	829	299	893	232	480	499	451	341	428	99	213	250	236	149	46^	19^	70^	33^		
1 MON.													9.59P	1	ABC N	89	91	B 12.1	18	1058	1668	698	308	780	246	458	453	376	267	627	195	383	390	322	197	130	61	131	88
2 MON.													8.58P	1																									
ABC NEWSBRIEF-TUE													24	182	181	A 18.3	28	1599	1754	769	427	821	345	629	563	395	158	563	244	432	390	259	96	188	113	182	119		
TUE.													9.58P	1	ABC N	90	89	B 15.3	23	1337	1749	769	388	852	368	616	552	388	189	581	269	430	383	243	114	177	91	139	94
ABC NEWSBRIEF-WED													24	182	182	A 13.1	21	1145	1534	827	429	916	256	500	503	450	336	441	165	267	261	158	156	108^	42^	69^	50^		
WED.													9.58P	1	ABC N	90	90	B 13.3	21	1162	1584	813	362	903	312	528	507	404	309	479	170	282	271	207	168	100	51	102	68
ABC NEWSBRIEF-THU													23	180	179	A 9.8	15	857	1554	756	257	879	213	468	482	463	349	512	125^	257	282	254	206	101^	69^	62^	51^		
THU.													9.58P	1	ABC N	90	89	B 10.0	15	874	1598	778	316	911	267	459	445	412	375	503	160	264	257	222	193	109	53	75	49
ABC NEWSBRIEF-FRI													23	160	172	A 6.6	11	577	1742	760	310	888	263	552	513	493	264	570	185^	392	425	332	122^	149^	18^	135^	76^		
1 FRI.													10.05P	1	ABC N	85	89	B 7.7	12	673	1802	694	351	787	238	461	462	423	255	574	187	380	369	290	164	187	96	254	187
2 FRI.													9.58P	1																									
ABC NEWSBRIEF-SAT.													24	170	193	A 8.9	15	778	1839	694	403	813	272	556	537	427	226	602	239	425	428	326	153^	103^	48^	321	154^		
SAT.													8.58P	1	ABC N	86	94	B 8.3	14	725	1906	685	306	789	288	492	445	364	249	629	242	410	385	299	185	151	69	337	249
ABC NEWSBRIEF-SUN.													23	185	190	A 13.2	20	1154	1973	836	350	949	416	694	535	417	225	622	235	442	415	326	134	243	115^	159	92^		
1 SUN.													9.57P	1	ABC N	90	93	B 13.9	21	1215	1795	695	322	790	291	514	488	384	221	708	272	499	468	341	164	147	63	150	105
2 SUN.													9.54P	1																									
ABC SPORTS UPDATE-SAT													23	185	189	A 11.6	20	1014	1673	655	322	767	228	486	459	395	246	611	191	375	373	313	206	115^	57^	180	122^		
SAT.													9.58P	1	ABC SN	92	92	B 8.5	14	743	1796	659	310	750	238	452	436	369	248	604	194	383	370	306	185	157	80	285	202
ABC SPORTS UPDATE-SUN													24	196	197	A 10.1	15	883	2172	823	483	906	417	643	548	378	217	569	285	424	387	219	119^	152^	83^	545	334		
SUN.													8.57P	2	ABC SN	94	94	B 11.6	17	1014	2171	744	351	829	325	549	525	387	215	660	267	473	452	304	154	207	90	475	314
ABC SUNDAY NIGHT MOVIE													21	205	212	A 15.1	23	1320	1865	805	329	916	414	653	511	380	228	593	252	427	390	281	123	228	105^	128	80^		
SUN.													9.00P	120	ABC FF	96	99	B 15.3	24	1337	1765	698	326	787	296	515	482	378	215	699	272	494	461	342	160	147	57	132	86
9.00 - 9.30																A 14.7	22	1285	1956	807	357	917	413	624	504	362	254	612	260	452	415	295	115	222	106^	205	123		
9.30 - 10.00																A 15.1	23	1320	1917	804	315	918	423	653	508	363	232	627	261	445	414	301	136	225	110	147	80^		
10.00 - 10.30																A 15.3	23	1337	1829	826	318	935	424	680	531	397	216	578	254	415	371	262	123	229	103^	87^	62^		
10.30 - 11.00																A 15.1	24	1320	1775	797	333	907	401	662	506	401	213	563	233	401	363	271	123	231	98^	74^	58^		

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1987 REPORT

														1ST APR. 1987 REPORT													
PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION															
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	Avg. Aud. %	Avg. Share %	Avg. (0,000)	TOTAL PERSONS (2+)	LADY WORKING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
														WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)	
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11
EVENING CONT'D																											
ABC WORLD NEWS TONIGHT						118	210	208	A	10.9	20	953	1505	721 257	773 129	310 355	384 387	605 107	263 311	293 279	72^ 55^	55^ 31^					
M-F						6.30P	30	ABC N				99	98	B	10.7	19	935	1457	669 246	730 143	293 332	348 361	608 123	279 302	317 278	51 28	68 40
ABC WRLD NEWS TONIGHT-SAT						16	179	182	A	7.6	15	664	1468	710 211^	781 158^	323 298	327 427	563 107^	235 260	249 283	11^ 17	113^ 91^					
SAT.						6.30P	30	ABC N				95	95	B	8.1	15	708	1560	689 225	770 159	299 295	307 424	651 131	279 283	298 327	37 10	102 59
ABC WRLD NEWS TONIGHT-SUN						21	162	165	A	8.5	17	743	1571	755 214	813 161^	340 369	364 406	694 220	350 327	267 303	8^ 8^	56^ 39^					
SUN.						8.30P	30	ABC N				79	84	B	7.6	14	664	1499	658 195	711 128	249 269	282 412	649 160	309 306	282 309	54 30	85 58
ACADEMY AWARDS(S)									A	27.5	43	2404	1547	808 329	879 244	507 503	460 319	512 130	273 303	270 189	95^ 44^	61^ 43^					
2 MON.						9.00P	184	ABC AC																			
9.00 - 9.30									A	25.0	35	2185	1553	827 339	910 250	510 488	427 369	438 89^	208 253	225 175	123^ 53^	82^ 55^					
9.30 - 10.00									A	26.0	36	2272	1549	801 310	889 251	511 485	429 351	465 119^	239 274	233 177	112^ 56^	83^ 51^					
10.00 - 10.30									A	30.0	43	2622	1594	819 330	899 257	531 525	472 312	550 145	310 333	289 189	83^ 53^	62^ 46^					
10.30 - 11.00									A	31.5	49	2753	1596	804 345	880 248	513 520	472 299	560 139	300 334	303 207	83^ 48^	73^ 57^					
11.00 - 11.30									A	26.6	47	2325	1502	814 326	869 238	503 509	490 296	519 138	291 308	282 186	78^ 34^	36^ 24^					
11.30 - 12.00									A	26.2	55	2290	1497	793 331	840 229	483 487	463 298	526 145	294 303	282 191	90^ 20^	41^ 28^					
ALF						20	203	206	A	17.8	26	1556	2093	736 203	810 341	546 485	341 203	576 241	463 408	289 94	245 105	462 295					
MON.						8.00P	30	NBC CS				99	99	B	16.5	24	1442	2135	708 309	790 339	531 459	320 212	592 246	440 395	281 120	248 114	505 341
AMAZING STORIES						4	188	197	A	13.0	22	1136	1979	741 348	841 297	572 499	398 223	612 198	433 398	319 155	242 133	284 156					
FRI.						8.30P	30	NBC GD				97	97	B	13.0	22	1136	1979	747 340	859 325	548 485	382 245	638 230	448 368	313 173	198 113	284 174
AMEN						22	205	208	A	18.1	31	1582	1590	784 329	818 193	411 384	365 384	425 94	217 207	202 183	144 78^	203 127					
SAT.						9.30P	30	NBC CS				99	99	B	19.5	33	1704	1750	802 318	900 252	457 432	391 385	495 140	257 247	226 206	147 84	208 155
BARBARA WALTERS SPCL(S)									A	23.4	34	2045	1488	864 347	926 224	508 509	464 374	414 93^	194 213	211 162	68^ 24^	80^ 44^					
2 MON.						8.00P	60	ABC CC																			
8.00 - 8.30									A	23.1	33	2019	1518	884 355	932 218	508 513	474 383	436 105^	211 201	218 180	72^ 25^	78^ 44^					
8.30 - 9.00									A	23.7	34	2071	1452	839 336	914 225	506 505	457 361	389 77^	173 222	205 145	68^ 24^	81^ 45^					
BILL COSBY SHOW						24	216	215	A	35.7	54	3120	1966	800 349	882 324	570 503	372 269	531 222	358 330	228 134	192 111	361 222					
THU.						8.00P	30	NBC CS				99	99	B	35.8	53	3129	2057	818 369	921 347	588 520	399 278	594 238	395 351	259 165	201 110	341 226
BRONX ZOO						2	205	203	A	12.9	23	1127	1494	774 301	835 305	551 499	392 218	474 150	296 282	234 145	111^ 50^	74^ 49^					
WED.						10.00P	60	NBC GD				99	99	B	12.9	23	1127	1494	774 301	835 305	551 499	392 218	474 150	296 282	234 145	111 50	74 49
10.00 - 10.30									A	12.8	22	1119	1496	773 305	827 302	549 499	391 214	470 144	296 284	234 144	119^ 53^	80^ 53^					
10.30 - 11.00									A	13.0	24	1136	1484	771 294	837 303	549 496	391 221	476 153	295 282	236 145	103^ 48^	68^ 43^					
CAGNEY & LACEY						20	207	204	A	12.7	21	1110	1468	762 369	895 280	496 438	432 321	519 165	298 272	250 195	44^ 20^	10^ 10^					
1 MON.						10.00P	60	CBS OP				99	99	B	15.0	24	1311	1407	750 322	841 239	450 446	406 325	463 138	267 261	240 171	56 29	47 26
2 MON.						10.12P	60																				
10.00 - 10.30									A	13.1	21	1145	1472	784 390	924 301	538 472	457 302	487 159	299 285	241 159	48^ 23^	13^ 13^					
10.30 - 11.00									A	12.9	22	1127	1448	756 370	900 292	499 433	427 324	497 158	278 254	232 194	43^ 21^	8^ 8^					
11.00 - 11.30									A	10.6	19	926	1418	625 230^	639 84^	225^ 263^	287^ 376	754 220^	373 262^	360 381	25^ LT	LT LT					
CBS EVENING NEWS-RATHER						125	208	206	A	12.1	23	1058	1499	728 233	787 150	303 304	327 435	598 133	262 255	284 297	56^ 29^	58^ 35^					
M-F						6.30P	30	CBS N				99	99	B	12.2	22	1066	1495	687 221	761 133	282 295	345 426	609 138	287 272	300 284	60 26	65 38
CBS EVENING NEWS-SUNDAY						14	174		A	9.0	19	787	1648	700 226^	735 166^	295^ 262^	267^ 397	789 278^	418 323^	308^ 371	80^ 27^	44^ 34^					
2 SUN.						6.00P	30	CBS N				87		B	8.5	16	743	1546	680 202	726 119	242 255	309 436	691 173	308 303	311 344	58 21	71 30
CBS EVENING NEWS-SU(B)									A	4.5	8	393	1527	646^ 138^	689^ 115^	178^ 168^	234^ 478^	838 220^	293^ 319^	292^ 458^	LT LT	LT LT					
1 SUN.						6.30P	30	CBS N				54															

KEY: A-CURRENT REPORT B-SEASON AVERAGE

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PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																														
CBS NCAA BSKBL CHAMPSHIPS(S)						207		A	19.6	28	1713	1684	492	222	534	167	275	307	251	190	882	273	540	516	458	263	110	39	158	133
2 MON. 8.00P 120 CBS SE						99		A	16.1	24	1407	1667	509	237	539	152	229	259	243	235	814	264	464	420	373	284	128	47	186	165
8.00 - 8.30								A	19.3	28	1687	1822	521	241	560	173	303	335	279	183	893	294	549	506	450	266	149	64	220	176
8.30 - 9.00								A	20.3	28	1774	1670	465	206	511	174	277	307	232	172	909	269	575	561	505	247	97	32	153	120
9.00 - 9.30								A	22.7	31	1984	1588	477	210	530	168	284	314	248	183	891	265	556	549	484	256	74	20	93	84
9.30 - 10.00																														
CBS NCAA BSKBL CHMP POST(S)						208		A	15.8	22	1381	1681	582	251	625	225	337	403	240	222	872	255	580	549	476	254	107	53	77	77
2 MON. 10.00P 12 CBS SC						99																								
CBS SAT. NEWS-SCHIEFFER						16		A	8.0	17	699	1216	645	158	672	95	176	219	302	453	464	87	146	168	223	276	73	13	7	LT
2 SAT. 6.30P 30 CBS N						175		B	8.2	16	717	1429	647	160	692	92	193	233	290	437	623	139	255	256	274	327	40	16	74	40
CBS SATURDAY MOVIE						19	192	A	9.8	18	857	1599	709	254	825	173	361	373	435	380	606	83	273	309	379	294	95	26	73	51
1 SAT. 9.22P 120 CBS FF						94	99	B	11.2	19	979	1654	727	276	804	215	432	443	418	300	627	167	356	366	356	215	98	42	125	87
2 SAT. 9.00P 120																														
9.00 - 9.30								A	9.1	15	795	1545	669	197	810	169	328	317	402	403	541	85	264	271	335	270	159	LT	35	18
9.30 - 10.00								A	9.3	16	813	1585	697	219	812	180	340	340	416	384	586	100	269	287	344	286	103	27	84	57
10.00 - 10.30								A	10.1	18	883	1627	714	280	832	176	381	404	439	363	636	77	282	339	408	297	73</			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																									
															VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
													AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)											
																	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
EVENING CONT'D																																								
HIGHWAY TO HEAVEN								22			211		A 18.5	29	1617	1832	754	241																						
2 WED.				8.00P	60	NBC	GD				99		B 17.7	27	1547	1681	748	301																						
8.00 - 8.30													A 17.9	28	1564	1783	732	222																						
8.30 - 9.00													A 19.1	29	1669	1872	772	257																						
HILL STREET BLUES								4			207		A 12.5	21	1093	1388	701	303																						
2 TUE.				10.00P	60	NBC	OP				99		B 13.8	24	1206	1449	672	278																						
10.00 - 10.30													A 12.2	20	1066	1401	701	315																						
10.30 - 11.00													A 12.8	22	1119	1369	699	288																						
HOUSTON KNIGHTS								4		206	208		A 13.9	25	1215	1492	717	348																						
WED.				10.00P	60	CBS	OP			99	99		B 15.5	27	1355	1488	704	282																						
10.00 - 10.30													A 14.0	24	1224	1503	725	355																						
10.30 - 11.00													A 13.8	26	1206	1478	707	337																						
HUNTER								19		196			A 16.2	31	1416	1586	775	308																						
1 SAT.				10.00P	60	NBC	OP			98			B 16.8	30	1468	1654	739	287																						
10.00 - 10.30													A 16.1	30	1407	1574	778	299																						
10.30 - 11.00													A 16.4	31	1433	1581	763	313																						
JACK & MIKE								20		200			A 13.4	24	1171	1610	848	476																						
1 TUE.				10.00P	60	ABC	A			98			B 13.4	23	1171	1513	736	356																						
10.00 - 10.30													A 14.0	24	1224	1612	825	464																						
10.30 - 11.00													A 12.8	24	1119	1594	869	485																						
JACK & MIKE								1		204			A 7.2	11	629	1453	789	273																						
2 THU.				9.00P	60	ABC	A			98			B 7.2	11	629	1453	789	273																						
9.00 - 9.30													A 6.6	10	577	1496	808	289																						
9.30 - 10.00													A 7.8	12	682	1408	772	257																						
KATE & ALLIE								23		202			A 15.9	24	1390	1532	736	251																						
1 MON.				8.00P	30	CBS	CS			97			B 18.6	27	1626	1679	795	338																						
KENNY ROGERS SPECIAL(S)										208			A 14.5	25	1267	1513	814	321																						
1 FRI.				9.00P	60	CBS	GV			99			A 14.5	25	1267	1503	806	326																						
9.00 - 9.30													A 14.5	25	1267	1515	818	314																						
9.30 - 10.00													A 17.0	28	1486	1492	856	270																						
KNOTS LANDING								16		206	207		B 17.5	29	1530	1541	847	321																						
THU.				10.00P	60	CBS	GD			99	99		A 17.1	27	1495	1496	856	281																						
10.00 - 10.30													A 16.9	29	1477	1485	854	256																						
10.30 - 11.00													A 18.2	30	1591	1547	693	338																						
L.A. LAW								15		209	209		B 18.4	30	1608	1522	725	360																						
THU.				10.00P	60	NBC	GD			99	99		A 18.5	30	1617	1568	696	338																						
10.00 - 10.30													A 17.8	30	1556	1524	694	339																						
10.30 - 11.00													A 15.5	23	1355	1779	702	277																						
MACGYVER								20		198			B 14.9	22	1302	1747	669	280																						
1 MON.				8.00P	60	ABC	A			97			A 14.9	23	1302	1770	696	278																						
8.00 - 8.30													A 16.2	24	1416	1768	702	273																						
8.30 - 9.00													A 15.9	25	1390	1636	777	316																						
MAGNUM, P.I.								21		206	208		B 16.5	25	1442	1653	711	280																						
WED.				9.00P	60	CBS	PD			98	99																													
CONT'D																																								

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1987 REPORT

													1ST APR. 1987 REPORT																					
PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1		WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11									
													TOTAL	18-34	WOMEN			MEN																
															18-49	25-54	35-64	55+		18-34	18-49	25-54	35-64	55+										
EVENING CONT'D																																		
NBC NEWS SPECIAL(S)																																		
2 SAT. 10.00P 60 NBC DN													204																					
10.00 - 10.30													A 11.3	21	988	1510	805	381	871	246^	529	464	449	327	429	140^	275^	249^	218^	126^	72v	20v	138^	101^
10.30 - 11.00													A 12.1	22	1058	1559	812	394	875	235^	536	472	467	325	451	142^	294	266	237^	128^	76^	16v	157^	110^
													A 10.6	20	926	1433	787	363	855	255^	513	446	421	329	397	136^	248^	224^	191^	123^	67v	25v	114^	87^
NBC NIGHTLY NEWS-SUN(B)																																		
2 SUN. 6.33P 27 NBC N													130																					
													63																					
													A 3.9	8	341	1141	622^	38v	622^	LT	118v	161v	355^	461^	393^	LT	114v	114v	250^	279^	44v	23v	82v	82v
NBC NIGHTLY NEWS-SAT.																																		
SAT. 6.30P 30 NBC N													22	173	173																			
													93																					
													A 10.1	21	883	1625	672	208	773	120^	279	315	364	421	647	154^	270	283	286	330	71^	12v	134^	100^
													B 9.8	19	857	1483	649	189	715	96	212	252	301	433	639	137	281	279	277	326	43	8	86	50
NBC NIGHTLY NEWS-SUN																																		
1 SUN. 6.30P 30 NBC N													15	177																				
													93																					
													A 10.7	20	935	1624	807	154^	815	167^	257^	285^	310	450	675	159^	334	317	266^	300	61v	20v	73v	24v
													B 7.9	14	690	1500	709	217	757	142	276	305	323	418	618	131	287	294	288	295	56	23	69	43
NBC NIGHTLY NEWS																																		
M-F 6.30P 30 NBC N													118	205	205																			
													99																					
													A 12.0	22	1049	1564	727	218	771	137	273	321	351	413	666	122	295	302	311	341	54^	32^	73	31^
													B 12.2	22	1066	1485	680	205	742	145	267	294	321	404	631	124	265	276	293	321	46	23	66	40
NBC SUNDAY NIGHT MOVIE																																		
1 SUN. 9.00P 120 NBC FF													24	193	198																			
													94																					
													A 16.6	26	1451	1921	784	306	890	363	644	549	438	189	797	322	576	522	383	156	131	54^	103	67^
2 SUN. 9.00P 150																																		
													94																					
													B 18.3	28	1599	1768	765	331	870	313	551	504	417	257	627	222	419	400	320	164	151	75	120	88
													A 15.2	23	1328	2159	819	304	944	406	694	568	447	194	769	322	538	477	347	169	203	95^	243	172
													A 16.1	24	1407	2001	757	287	902	376	654	524	434	194	790	328	548	494	360	168	169	73^	140	102^
													A 16.6	25	1451	1827	777	313	879	342	623	543	444	193	797	307	568	521	393	159	99	33^	52^	25^
													A 16.9	27	1477	1786	803	309	863	316	602	566	452	199	805	307	584	541	403	150	72^	13v	46^	21v
11.00 - 11.30																																		
													A 19.8	37	1731	1820	746	326	844	389	660	542	397	129^	842	364	669	603	415	125^	125^	68^	9v	11
NEW HART																																		
1 MON. 9.00P 30 CBS CS													21	205																				
													99																					
													A 18.9	29	1652	1589	745	266	818	275	470	433	394	267	550	209	363	356	252	144^	91^	56^	130^	79^
													B 19.7	28	1722	1675	783	341	869	298	506	482	382	298	541	206	360	335	248	154	111	59	154	98
NEWSBREAK-M-F																																		
1 MTHF 9.58P 1 CBS N													121	159	158																			
													73	73																				
													A 10.4	17	909	1572	835	346	909	253	475	450	439	377	524	116	252	252	280	239	55^	27^	84	66^
													B 12.0	18	1049	1591	782	307	876	253	451	428	398	368	522	148	278	269	255	212	87	43	106	74
1 TUE. 10.00P 1																																		
2 TUTHF 9.58P 1																																		
2 WED. 9.57P 2																																		
NEWSBREAK-SAT.																																		
1 SAT. 10.19P 1 CBS N													25	158	168																			
													75	79																				
													A 6.9	12	603	1740	735	238	954	291	453	367	436	390	534	67^	252	273	352	261	117^	63^	135^	95^
													B 8.5	14	743	1682	731	292	822	217	435	439	407	320	622	173	358	355	330	222	97	43	141	95
2 SAT. 9.48P 1																																		
NEWSBREAK-SUN.																																		
1 SUN. 10.03P 1 CBS N													25	166	167																			
													76	77																				
													A 14.7	22	1285	1629	756	333	917	192	396	405	463	442	569	114	272	259	303	284	72^	35^	71^	45^
													B 14.2	21	1241	1571	794	318	894	240	446	437	412	382	534	146	279	280	262	220	76	40	67	45
2 SUN. 9.50P 1																																		
NIGHT COURT																																		
WED. 9.00P 30 NBC CS													3	198	202																			
													98	99																				
													A 16.2	25	1416	1686	715	313	784	307	485	467	332	226	462	156	303	301	235	134	193	107	247	148
													B 17.0	26	1486	1698	714	308	792	323	513	472	345	213	502	176	339	331	251	134	187	102	217	140
NOTHING IN COMMON																																		
2 THU. 9.30P 30 NBC CS													1	204																				
													99																					
													A 20.8	32	1818	1725	704	349	809	314	505	468	315	257	657	339	467	354	261	143^	132^	68^	127^	84^
													B 20.8	32	1818	1725	704	349	809	314	505	468	315	257	657	339	467	354	261	143	132	68	127	84
NOTHING IS EASY																																		
FRI. 8.00P 30 CBS CS													2	200	204																			
													96	99																				
													A 10.5	18	918	1575	722	302	775	151^	329	335	323	410	548	183	301	261	219	230	104^	73^	148^	102^
													B 10.5	18	918	1575	722	302	775	151	329	335	323	410	548	183	301	261	219	230	104	73	148	102
CHARA																																		

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PROGRAM NAME											T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION													
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. SHARE AUD. %	TOTAL PERSONS (2+)	LADY WORK-ING HOUSEWOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)						
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11				
EVENING CONT'D																															
OUR HOUSE																															
SUN. 7.00P 60 NBC GD 22 194 201																															
7.00 - 7.30																															
7.30 - 8.00																															
OUR WORLD																															
THU. 8.00P 60 ABC DN 20 201 200																															
8.00 - 8.30																															
8.30 - 9.00																															
OUTLAWS																															
1 SAT. 8.22P 60 CBS A 10 191 204																															
2 SAT. 8.00P 60 96 99																															
8.00 - 8.30																															
8.30 - 9.00																															
9.00 - 9.30																															
PERFECT STRANGERS																															
WED. 8.00P 30 ABC CS 23 210 208																															
99 99																															
POPCORN KID																															
FRI. 8.30P 30 CBS CS 2 201 206																															
97 99																															
POPCORN KID SPECIAL(S)																															
205																															
1 MON. 8.30P 30 CBS CS 97																															
RAGS TO RICHES																															
SUN. 8.00P 60 NBC CS 4 201 205																															
8.00 - 8.30																															
8.30 - 9.00																															
ROOMIES																															
FRI. 8.00P 30 NBC CS 2 194 199																															
98 98																															
ROXIE																															
2 WED. 8.00P 30 CBS CS 1 205																															
99																															
SIMON & SIMON																															
THU. 9.00P 60 CBS PD 11 206 206																															
99 98																															
9.00 - 9.30																															
9.30 - 10.00																															
60 MINUTES																															
SUN. 7.00P 60 CBS DN 25 209 209																															
7.00 - 7.30																															
7.30 - 8.00																															
SPENSER: FOR HIRE																															
SAT. 10.00P 60 ABC PD 21 203 207																															
10.00 - 10.30																															
10.30 - 11.00																															
SPITTING IMAGE(S)																															
1 THU. 9.30P 30 NBC CS 204																															
99																															

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														1ST APR. 1987 REPORT																	
PROGRAM NAME				I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				AUDIENCE COMPOSITION																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)						
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11					
EVENING CONT'D																															
SPIES																															
1 TUE.		8.00P	60	CBS	GD	4	200		A 7.0	11	612	1766	791	146	906	239	445	517	459	341	613	240	389	348	283	194	78	78	169	75	
		8.00 - 8.30							B 8.2	12	717	1563	729	226	798	179	393	403	418	345	560	169	340	319	319	181	68	40	137	82	
		8.30 - 9.00							A 7.2	11	629	1771	762	173	896	261	457	498	423	345	590	234	371	328	266	198	64	64	221	118	
									A 6.9	10	603	1718	813	115	898	209	422	526	485	333	621	243	397	360	292	188	90	90	109	30	
SPORTSBREAK-SAT																															
1 SAT.		9.20P	1	CBS	SN	25	182	194	A 8.4	14	734	1789	735	297	837	223	399	363	403	390	687	166	358	342	349	313	58	15	207	127	
2 SAT.		8.58P	1				89	93	B 9.3	16	813	1750	708	291	791	217	416	410	376	313	658	194	390	374	341	228	90	46	211	131	
SPORTSBREAK-SUN																															
1 SUN.		8.32P	1	CBS	SN	25	196	195	A 19.9	30	1739	1674	803	323	932	187	371	392	432	470	606	131	251	267	304	304	51	31	75	40	
2 SUN.		8.29P	1				91	91	B 21.8	32	1905	1633	807	314	892	178	379	403	433	438	597	140	279	294	305	268	61	33	83	50	
STARMAN																															
SAT.		8.00P	60	ABC	A	3	182	207	A 9.8	17	857	1807	687	390	805	273	523	498	414	234	589	207	394	396	333	163	103	47	310	189	
		8.00 - 8.30					90	99	B 9.5	16	830	1904	684	401	842	301	562	505	421	238	611	232	428	427	345	154	122	40	329	218	
		8.30 - 9.00							A 9.2	16	804	1787	660	371	788	266	504	480	404	231	582	207	389	388	322	157	110	56	307	209	
									A 10.2	18	891	1861	722	410	838	285	549	527	430	242	606	214	407	413	349	169	99	41	313	173	
STINGRAY																															
FRI.		10.00P	60	NBC	A	3	201	204	A 14.7	26	1285	1637	634	310	738	262	461	424	371	211	620	201	429	396	328	165	127	86	152	108	
		10.00 - 10.30					99	99	B 15.3	27	1337	1616	671	293	749	244	452	425	389	221	615	211	412	369	312	174	123	72	129	100	
		10.30 - 11.00							A 14.8	26	1294	1634	634	316	736	265	463	423	369	208	615	200	428	390	323	184	132	90	151	106	
									A 14.6	26	1276	1631	637	303	739	262	461	421	369	214	622	203	429	399	327	167	119	79	151	109	
TAKE FIVE																															
			1				205		A 9.6	15	839	1516	659	181	687	192	347	306	299	326	552	89	247	233	343	296	99	90	178	115	
2 WED.																															
		8.30P	30	CBS	CS		99		B 9.6	15	839	1516	659	181	687	192	347	306	299	326	552	89	247	233	343	296	99	90	178	115	
TORTELLIS																															
WED.		9.30P	30	NBC	CS	8	193	202	A 11.9	19	1040	1645	667	268	725	246	468	454	344	196	490	159	314	302	239	150	182	98	248	161	
							97	99	B 13.3	20	1162	1633	680	312	752	292	486	423	330	217	529	221	376	328	230	129	171	94	181	124	
20/20																															
THU.		10.00P	60	ABC	DN	21	209	211	A 14.0	23	1224	1446	658	268	745	169	384	391	388	308	649	197	370	387	295	232	42	18	10	LT	
		10.00 - 10.30					99	99	B 14.1	23	1232	1443	726	240	813	192	376	397	396	365	560	165	309	309	280	212	40	13	30	17	
		10.30 - 11.00							A 14.2	23	1241	1449	661	285	741	170	386	399	390	303	648	193	365	395	304	225	46	22	14	7	
									A 13.8	23	1206	1436	659	251	749	167	381	379	386	316	647	199	373	375	286	238	33	13	7	LT	
227																															
SAT.		8.30P	30	NBC	CS	20	198	207	A 18.9	32	1652	1728	814	307	884	240	459	383	354	399	402	134	207	183	140	169	171	101	271	158	
							96	99	B 19.0	32	1661	1822	805	338	933	283	485	433	373	390	463	140	240	215	200	194	150	93	276	193	
VALERIE																															
1 MON.		8.30P	30	NBC	CS	2	202		A 18.7	28	1634	1755	718	227	804	316	485	447	283	260	466	195	330	290	188	109	249	116	236	124	
							99		B 17.2	25	1503	1813	720	225	809	337	520	464	307	229	490	227	349	299	189	109	239	113	275	166	
WEBSTER																															
FRI.		8.30P	30	ABC	CS	3	193	209	A 13.0	22	1136	1891	632	292	786	268	467	418	339	272	450	193	293	250	151	136	158	82	497	340	
							93	99	B 13.1	22	1145	1880	637	274	781	241	440	408	361	288	485	199	310	269	184	145	152	96	462	317	
WE THE PEOPLE																															
1 THU		8.58P	1	CBS	DO	50	194	198	A 9.6	14	839	1695	745	248	797	187	358	386	406	353	584	177	325	337	309	215	82	63	232	169	
2 THU		8.58P	1				94	96	B 11.7	17	1023	1729	734	287	821	245	430	416	379	327	564	175	330	315	282	202	106	56	238	157	
WHO'S THE BOSS?																															
TUE.		8.00P	30	ABC	CS	23	211	210	A 22.4	34	1958	1983	764	341	821	341	557	493	347	221	517	204	360	321	226	127	227	110	418	281	
							99	99	B 22.4	34	1958	1947	757	374	847	364	580	516	359	210	534	232	378	341	236	121	226	119	340	225	
WIZARD																															
THU.		8.00P	60	CBS	A	5	191	203	A 8.3	13	725	1848	683	279	756	205	344	361	353	325	613	144	355	342	368	238	152	91	327	219	
		8.00 - 8.30					94	97	B 8.8	13	769	1758	692	279	755	180	357	390	369	312	590	167	346	315	327	221	132	74	281	203	
		8.30 - 9.00							A 7.8	12	682	1833	676	284	757	196	332	350	350	339	605	133	344	330	365	242	153	96	318	199	
									A 8.7	13	760	1874	692	278	761	215	356	369	358	319	624	154	368	354	373	236	150	85	339	241	

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PROGRAM NAME													T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																		
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11					
EVENING CONT'D																															
YOU AGAIN SPECIAL(S)																															
2	MON.	10.30P	30	NBC	CS	203	99	A	10.0	17	874	1736	827	257	894	315	551	445	404	291	573	203	354	316	309	196	108	73	161	147	
*LATE FRINGE																															
ABC NEWS:NIGHTLINE																															
1	MWTHF	11.30P	30	ABC	N	100	198	98	A	6.5	19	568	1232	597	129	616	128	286	305	311	284	578	111	273	315	305	249	26	10	12	LT
1	TUE.	11.30P	36			98	98	B	5.8	16	507	1189	553	173	595	130	269	282	301	277	557	135	282	277	299	239	27	12	10	LT	
2	TU-F	11.30P	30																												
		11.30 - 12.00						A	6.5	19	568	1229	596	132	615	131	288	304	309	284	575	109	271	314	306	248	26	10	13	LT	
		12.00 - 12.30						A	7.7	28	673	1049	552	74	552	38	163	255	271	297	497	113	213	252	168	245	LT	LT	LT	LT	
ABC NEWS:NIGHTLINE-MON																															
2	MON.	12.56A	30	ABC	N	2	196	A	5.1	26	446	841	335	65	364	68	175	188	269	171	330	119	175	160	157	150	136	LT	11	11	
						98		B	5.2	22	454	1087	411	139	426	117	260	184	277	157	588	274	392	399	220	178	67	LT	LT	LT	
ABC WEEKEND REPORT-SAT.																															
	SAT.	11.30P	15	ABC	N	22	141	A	3.0	9	262	763	394	34	447	23	195	172	218	252	316	LT	259	259	259	57	LT	LT	LT	LT	
						78	78	B	2.5	8	219	1127	567	211	613	144	311	308	293	277	456	96	220	207	235	219	36	LT	LT	LT	
ABC WEEKEND REPORT-SUN.																															
	SUN.	11.30P	15	ABC	N	24	152	A	2.7	8	236	1343	635	232	754	241	483	539	411	131	501	187	293	332	145	169	67	21	21	21	
						85	85	B	2.6	9	227	1071	467	276	558	167	302	338	275	189	479	131	272	269	236	169	LT	LT	LT	LT	
CBS LATE NIGHT I -FRI(B)																															
1	FRI.	11.45P	60	CBS	FF	109	60	A	1.3	4	114	1518	518	132	737	LT	114	333	439	404	378	LT	167	193	350	185	LT	LT	403	106	
		11.30 - 12.00						A	1.4	4	122	1328	459	82	647	LT	148	213	287	434	361	LT	75	99	271	262	LT	LT	320	139	
		12.00 - 12.30						A	1.4	5	122	1443	516	123	754	LT	106	361	459	393	345	LT	173	205	345	140	LT	LT	344	75	
		12.30 - 1.00						A	1.2	5	105	1562	486	190	657	LT	66	343	485	314	362	LT	218	218	362	144	LT	LT	54	106	
CBS LATE NIGHT II-FRI(B)																															
1	FRI.	12.45A	57	CBS	FF	109	60	A	1.1	5	96	1781	449	167	647	LT	52	241	376	406	436	LT	281	281	384	155	166	166	532	126	
		12.30 - 1.00						A	1.1	5	96	1729	509	208	696	LT	51	342	499	354	396	LT	272	272	396	124	LT	LT	605	126	
		1.00 - 1.30						A	1.0	5	87	1885	437	161	609	LT	56	217	356	392	494	LT	320	320	435	174	242	242	540	139	
		1.30 - 2.00						A	1.2	7	105	1905	438	143	723	LT	47	190	304	533	458	LT	277	277	362	181	201	201	523	133	
CBS LATE NIGHT I																															
1	MTUTH	11.30P	66	CBS	FF	110	183	A	4.3	16	376	1239	630	167	699	202	346	296	344	307	494	141	276	265	260	181	40	LT	LT	LT	
1	WED.	11.30P	64			90	88	B	4.7	17	411	1217	582	235	662	203	356	345	325	243	475	141	265	235	233	182	48	21	32	14	
2	MON.	11.42P	66																												
2	TU&TH	11.30P	66																												
2	WED.	11.30P	65																												
2	FRI.	11.30P	64																												
		11.30 - 12.00						A	4.4	14	385	1252	636	184	708	195	340	298	360	312	488	130	255	265	254	189	50	16	LT	LT	
		12.00 - 12.30						A	4.3	17	376	1210	619	162	683	202	348	292	330	303	486	138	280	260	264	173	35	LT	LT	LT	
		12.30 - 1.00						A	4.1	20	358	1184	603	137	642	193	307	266	292	296	525	165	299	276	276	193	14	LT	LT	LT	
CBS LATE NIGHT II																															
1	MON.	12.36A	47	CBS	FF	119	183	A	3.1	18	271	1166	631	144	664	222	328	318	299	265	475	114	306	303	321	140	19	LT	LT	LT	
1	TUE.	12.36A	50			90	88	B	3.2	18	280	1070	526	199	579	187	306	311	271	212	438	137	263	224	216	153	29	LT	24	LT	
1	WED.	12.34A	52																												
1	THU.	12.36A	53																												
2	MON.	12.48A	45																												
2	TUE.	12.36A	48																												
2	WED.	12.35A	43																												
2	THU.	12.36A	49																												
2	FRI.	12.34A	47																												
		12.30 - 1.00						A	3.3	18	288	1132	597	141	639	197	309	286	309	267	469	107	285	281	316	153	17	LT	LT	LT	
		1.00 - 1.30						A	3.0	20	262	1191	649	144	679	247	347	340	279	260	485	123	324	324	320	130	19	LT	LT	LT	

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		WK #	DAY	START TIME	DUR	NET	TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																										
												VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																										
										KEY	AUG. SHARE %	AUG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)										
																18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11										
LATE FRINGE CONT'D																																						
CBS NEWS NIGHTWATCH-1		121	47	50						A	1.1	11	96	281^	84^	84^	84^	LT	LT	LT	84^	63^	197^	93^	93^	93^	104^	104^	LT	LT	LT	LT						
1 M-THSU 2.00A 30 CBS N		45	46							B	1.1	11	96	501	245	120	297	63	140	127	171	147	196	LT	121	114	105	72	LT	LT	LT	LT						
2 MON. 2.12A 18																																						
2 TU-THS 2.00A 30																																						
CBS NEWS NIGHTWATCH-2		124	70	70						A	1.4	17	122	377^	270^	66^	279^	66^	66^	66^	139^	213^	98^	LT	LT	LT	41^	82^	LT	LT	LT	LT						
M-THSU 2.30A 30 CBS N		65	64							B	1.3	16	114	486	242	83	280	70	130	136	137	137	195	LT	122	123	130	65	LT	LT	LT	LT						
CBS NEWS NIGHTWATCH-3		124	87	96						A	1.2	20	105	200^	115^	95^	143^	LT	76^	47^	105^	67^	57^	LT	LT	LT	LT	LT	LT	LT	LT							
M-THSU 3.00A 180 CBS N		77	80							B	1.1	20	96	408	180	84	228	57	86	89	82	125	161	LT	72	66	55	86	LT	LT	LT	LT						
3.00 - 3.30										A	1.4	20	122	230^	115^	115^	115^	LT	58^	58^	115^	57^	115^	LT	LT	LT	98^	98^	LT	LT	LT	LT						
3.30 - 4.00										A	1.3	21	114	246^	123^	123^	246^	123^	185^	62^	123^	61^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
4.00 - 4.30										A	1.1	19	96	177^	136^	136^	136^	LT	73^	73^	136^	63^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
4.30 - 5.00										A	1.1	20	96	115^	74^	74^	74^	LT	LT	LT	74^	74^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
5.00 - 5.30										A	1.1	21	96	63^	63^	63^	63^	LT	LT	LT	63^	63^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
5.30 - 6.00										A	1.2	21	105	124^	86^	48^	86^	LT	LT	LT	57^	57^	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT						
CBS SUNDAY NEWS-OSGOOD		23	119	118						A	5.4	11	472	1301	718	137^	801	183^	353	370	374	395	489	46^	238^	238^	328	251^	LT	LT	11^	LT						
SUN. 11.00P 15 CBS N		67	67							B	4.8	10	420	1294	684	195	748	202	343	343	318	357	506	131	262	260	246	225	21	LT	19	LT						
DAVID LETTERMAN I		96	204	204						A	4.0	19	350	1060	408	205	542	208	303	276	229	177^	492	326	420	228	138^	72^	23^	LT	LT	LT						
M-TH 12.30A 30 NBC GV		99	99							B	4.2	20	367	1167	458	223	585	235	364	295	250	166	519	257	408	304	221	83	41	LT	22	LT						
DAVID LETTERMAN II		96	204	204						A	3.1	19	271	1033	381	181^	473	192^	313	281	222^	122^	542	325	457	250^	154^	85^	18^	LT	LT	LT						
M-TH 1.00A 30 NBC GV 99 99																																						
FRIDAY NIGHT VIDEOS		24	190	190						A	3.6	17	315	1178	286^	146^	416^	232^	321^	238^	169^	73^	537	318^	498	425^	210^	26^	171^	98^	54^	54^						
FRI. 12.30A 90 NBC PC		97	97							B	3.9	19	341	1116	434	219	534	258	378	331	227	121	378	206	314	253	157	51	167	96	37	33						
12.30 - 1.00										A	4.6	19	402	1358	415	203^	581	281^	418	323^	269^	136^	497	241^	420	425	232^	47^	230^	142^	50^	50^						
1.00 - 1.30										A	3.4	17	297	1081	257^	135^	344^	223^	273^	218^	121^	38^	468^	280^	447^	393^	188^	21^	195^	131^	74^	74^						
1.30 - 2.00										A	2.8	17	245	1012	123^	66^	212^	155^	212^	122^	57^	LT	693	485^	693	470^	208^	LT	62^	LT	45^	45^						
G MICHAELS SPORTS MACHINE		26	82	85						A	1.9	7	166	1367	410^	72^	897	560^	560^	248^	205^	162^	470^	216^	216^	180^	92^	217^	LT	LT	LT	LT						
1 SUN. 11.30P 15 NBC SC		52	50							B	2.1	7	184	995	464	180	519	142	307	334	288	125	452	179	298	257	188	133	LT	LT	LT	LT						
2 SUN. 12.00M 15																																						
SATURDAY NIGHT		17	197	198						A	8.0	25	699	1361	503	202^	547	223	383	340	238	138^	536	253	416	403	226	71^	216	58^	62^	62^						
1 SAT. 11.30P 81 NBC GV		99	99							B	7.7	23	673	1532	544	273	662	343	490	401	235	132	588	309	466	393	229	92	198	74	84	67						
2 SAT. 11.30P 79																																						
11.30 - 12.00										A	9.2	25	804	1415	570	198	609	231	412	371	272	174^	576	211	415	397	276	112^	178	61^	52^	52^						
12.00 - 12.30										A	7.9	25	690	1245	419	201^	462	194^	318	280	196^	125^	523	288	413	413	188^	58^	195^	39^	65^	65^						
12.30 - 1.00										A	6.5	25	568	1451	516	221^	577	265	454	383	249^	81^	471	270	401	389	192^	12^	327	79^	76^	76^						
TONIGHT SHOW		120	202	202						A	6.9	22	603	1229	577	224	624	145	274	289	315	287	511	191	333	283	227	166	61^	36^	33^	20^						
M-F 11.30P 60 NBC GV		99	99							B	7.1	23	621	1302	620	228	694	199	343	333	330	284	513	181	325	287	250	161	63	29	32	20						
11.30 - 12.00										A	7.4	21	647	1269	615	249	658	163	309	313	322	291	527	180	327	294	241	186	52^	33^	32^	19^						
12.00 - 12.30										A	6.4	23	559	1154	527	191	576	122^	231	255	303	279	481	201	335	267	205	139	66^	37^	31^	20^						
TOURN.-CHAMPIONS-HIGHLIGHT(S)		170								A	3.8	10	332	1187	606^	154^	606^	27^	199^	277^	313^	329^	382^	69^	162^	180^	211^	202^	LT	LT	199^	150^						
1 FRI. 11.30P 15 CBS SC		83																																				
WEEKDAY DAYTIME																																						
ABC AFTERSCHOOL SPECIAL(S)		181								A	6.0	18	524	1376	635	228^	635	217^	344^	447^	335^	150^	332^	127^	212^	122^	138^	120^	181^	181^	228^	205^						
2 WED. 4.00P 60 ABC FV		92																																				
CONT'D																																						

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PROGRAM NAME										I/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		A	B		AUG. SHARE %	AUG. AUD. (0,000)	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
																	TOTAL PERSONS OF (2+)					WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)							
																	TOTAL					TOTAL					TOTAL					TOTAL		TOTAL							
																	18-34					18-49					18-49					12-17		6-11							

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1ST APR. 1987 REPORT

PROGRAM NAME						THIS SEASON		PROGRAM COVERAGE		AUDIENCES			AUDIENCE COMPOSITION														
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
WEEKDAY DAYTIME CONT'D																											
														</													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

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PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
							VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11		
WEEKEND DAYTIME CONT'D																												
CBS SPORTS SATURDAY 5 187																												
2 SAT.		4.00P	120	CBS SA		93		A	5.4	15	472	1443	688 139v	773 327^	403^449^	262^324^				638 174^	396^366^	396^208^			15v	LT	17v	17v
		4.00 - 4.30						B	4.4	13	385	1386	503 127	560 231	317 302	187 228				700 219	435 411	369 222			39	LT	87	59
		4.30 - 5.00						A	4.0	12	350	1446	716^ 66v	845 285^	400^491^	295^354^				529^180v	248^246^	288^231^			35v	LT	37v	37v
		5.00 - 5.30						A	5.5	16	481	1283	636 60v	748 297^	401^428^	246^320^				466^183^	245^220^	249^179^			34v	LT	35v	35v
		5.30 - 6.00						A	6.2	16	542	1548	699 191^	762 378^	434^473^	242^289^				786 181^	551 502^	534 205^			LT	LT	LT	LT
								A	5.8	14	507	1495	712 209^	769 329^	379^418^	281^351^				726 155^	480^446^	467^225^			LT	LT	LT	LT
CBS SPORTS SPECIAL-SA(S) 196																												
2 SAT.		2.00P	120	CBS SE		96		A	2.7	9	236	1538	508^ 38v	555^242v	255v319^	200v236v				411^133v	268v268v	169v143v			88v	88v	484^	110v
		2.00 - 2.30						A	3.1	10	271	2140	739^ 48v	817^522^	569^569^	154v248v				709^125v	587^587^	503^122v			39v	39v	575^	136v
		2.30 - 3.00						A	2.5	8	219	1580	662^ LT	753^388^	388^466^	201^287v				315v146v	160v160v	77v155v			64v	64v	448^	120v
		3.00 - 3.30						A	2.3	7	201	1080^	235v LT	235v LT	LT 95v	235v140v				323v154v	154v154v	39v169v			94v	94v	428^	100v
		3.30 - 4.00						A	2.9	9	253	1202	348^ 99v	348^ LT	LT 99v	222v249v				245v107v	107v107v	LT 138v			154v154v		455^	79v
CBS SPORTS SUNDAY 4 174																												
1 SUN.		12.00N	60	CBS SA		89		A	4.0	13	350	1580	798 88v	829 73v	447^442^	583^346^				447^139v	139v146v	204v162v			274^	59v	30v	30v
		12.00 - 12.30						B	5.5	15	481	1771	566 158	653 177	374 368	337 251				652 242	441 416	325 160			366 144		100	72
		12.30 - 1.00						A	3.4	11	297	1566	815^145v	885^ 94v	472^478^	580^383^				384^ 56v	56v152v	207^176v			243^141v		54v	54v
								A	4.6	15	402	1577	778 45v	778 49v	420^410^	582^319^				490^202^	202^140v	197^148v			298^	LT	LT	LT
CBS STORYBREAK 14 185 187																												
SAT.		11.30A	30	CBS CL		93 94		A	3.6	12	315	1870	372^238^	468 245^	322^163^	197^ 60v				193^ 64v	120^120^	65v 73v			183^	75v	1026	589
								B	3.6	11	315	1675	354 172	427 236	306 263	151 89				207 119	169 119	58 36			227 98		814	507
CHALLENGE OF CHAMPIONS(S) 155																												
2 SUN.		2.00P	125	ABC SE		83		A	2.5	7	219	1251^	671^457^	785^251v	507^507^	365^278v				370^ 50v	151v215v	192v155v			64v 64v		32v	LT

2.00 - 2.30	A 2.1	6	184	1250^	727^473^	852^325v	570^570^	365v282v	257v	LT	49v	98v	98v159v	33v	33v	108v	11
2.30 - 3.00	A 2.6	7	227	1322	771^498^	868^229v	560^560^	414^308v	406^119v	172v269v	177v137v	LT	LT	LT	LT	48v	LT
3.00 - 3.30	A 2.6	7	227	1247	679^489^	828^339^	563^563^	343^265v	317^ LT	123v175v	212v142v	102v102v	LT	LT	LT	LT	LT
3.30 - 4.00	A 2.6	7	227	1220^	557^388^	662^186v	410^410^	348^252v	431^ 69v	219v273v	234v158v	127v127v	LT	LT	LT	LT	LT
CHRYSLER CUP GOLF-SAT(S)	155	A 2.3	7	201	1015^	483^114v	483^119v	129v129v	80v354v	488^ 85v	204v230v	214v258v	39v	LT	LT	LT	LT
2 SAT. 1.00P 120 ABC SE	81																
1.00 - 1.30	A 2.3	7	201	1015^	472^174v	472^145v	174v174v	89v298v	528^ 60v	189v189v	204v339v	LT	LT	LT	LT	LT	LT
1.30 - 2.00	A 2.4	8	210	938^	433^100v	433^ 81v	81v 81v	95v352^	485^ 52v	232v232v	262v253v	LT	LT	LT	LT	LT	LT
2.00 - 2.30	A 2.4	8	210	962^	462^ 57v	462^ 96v	96v 96v	66v366^	453^105v	196v239v	186v214v	47v	LT	LT	LT	LT	LT
2.30 - 3.00	A 2.3	7	201	1015^	503^ 90v	503^140v	140v140v	44v363^	428^115v	175v229v	168v199v	84v	LT	LT	LT	LT	LT
CHRYSLER CUP GOLF-SUN(S)	176	A 2.5	6	219	1320	543^278v	584^ 23v	237v242v	333^342^	713^102v	238v265v	254v448^	LT	LT	LT	LT	LT
2 SUN. 4.05P 115 ABC SE	88																
4.00 - 4.30	A 2.3	6	201	1224^	502^279v	502^ LT	204v204v	254v298v	722^145v	393^429^	368^293v	LT	LT	LT	LT	LT	LT
4.30 - 5.00	A 2.6	7	227	1339	599^340^	599^ LT	229v229v	374^370^	696^ 66v	256v287v	334^409^	LT	LT	LT	LT	44v	LT
5.00 - 5.30	A 2.7	7	236	1203	500^280v	572^ 38v	237v237v	301v335^	631^ 76v	144v156v	161v475^	LT	LT	LT	LT	LT	LT
5.30 - 6.00	A 2.5	6	219	1447	542^223v	615^ 45v	260v278v	375^337^	805^134v	210v238v	191v567^	LT	LT	LT	LT	27v	27v
DINAH SHORE GOLF-SAT(S)	187	A 4.0	11	350	1334	605^179v	609^ 77v	139v214^	272^395^	639^ 73v	219^308^	375^331^	20v	LT	LT	LT	LT
2 SAT. 4.30P 90 NBC SE	96																
4.30 - 5.00	A 3.2	9	280	1229	503^136v	503^ 61v	107v160v	247v343^	641^ 83v	227v291^	335^350^	39v	LT	LT	LT	46v	46v
5.00 - 5.30	A 4.0	11	350	1400	668^206^	668^100v	163v237^	255^431^	623^ 61v	219^301^	345^322^	25v	LT	LT	LT	84v	84v
5.30 - 6.00	A 4.8	12	420	1336	616^186^	616^ 66v	138v224^	295^392^	655^ 79v	215^326^	424^329^	LT	LT	LT	LT	65v	65v
DINAH SHORE GOLF-SUN(S)	198	A 4.2	11	367	1447	675^150v	673^ 60v	190v245^	286^428^	693^142v	238^278^	344^379^	29v	22v	LT	LT	LT
2 SUN. 4.00P 153 NBC SE	99																
4.00 - 4.30	A 2.5	7	219	1292	579^ 73v	579^ 32v	137v201v	210v378^	670^109v	250v328^	347^342^	24v	LT	LT	LT	LT	LT
4.30 - 5.00	A 3.1	8	271	1458	702^100v	702^ 37v	165v213v	280^489^	730^154v	236v313^	350^417^	LT	LT	LT	LT	26v	26v
5.00 - 5.30	A 4.0	10	350	1451	759^174v	759^ 77v	188v257^	311^502^	666^112v	174v260^	380^406^	LT	LT	LT	LT	26v	26v
CONT'D																	

CONT'D

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1987 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																					
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)			
																		TOTAL		WOMEN					MEN					TOTAL FEM.					TOTAL		
																				18-34 18-49 25-54 35-64 55+					18-34 18-49 25-54 35-64 55+												
WEEKEND DAYTIME CONT'D															A	5.2	13	454	1379	652	178	652	78	200	255	283	397	652	86	160	241	331	411	31	31	44	20
DINAH SHORE GOLF-S-CONT'D															A	5.9	13	516	1601	683	171	683	65	224	272	312	411	750	208	340	292	343	346	68	49	100	100
FACE THE NATION															A	3.3	11	288	1292	583	257	670	219	291	208	156	379	482	146	219	198	212	263	73	LT	67	42
SUN. 10.30A 30 CBS CC 78 85															B	3.0	10	262	1175	536	230	595	125	205	214	217	349	505	129	229	232	199	253	46	25	29	LT
FLINTSTONE KIDS 1															A	4.8	18	420	1821	434	114	472	272	448	271	176	24	140	75	140	103	65	LT	182	166	1027	602
SAT. 9.00A 30 ABC CA 99 99															B	4.5	18	393	1674	298	136	351	191	266	190	132	72	195	89	139	104	65	54	178	101	950	599
FLINTSTONE KIDS 2															A	5.2	18	454	1736	424	138	468	307	442	271	135	26	191	115	191	127	76	LT	161	79	916	548
SAT. 9.30A 30 ABC CA 99 99															B	4.9	18	428	1740	309	139	364	195	279	216	141	68	218	104	162	111	79	53	188	96	970	614
FOOFUR															A	5.6	18	489	1462	159	91	240	137	199	158	79	41	276	200	243	129	53	33	142	43	804	423
SAT. 11.00A 30 NBC CA 98 99															B	6.3	21	551	1839	347	140	409	262	320	217	106	79	260	138	199	147	96	52	220	92	950	518
GALAXY HIGH SCHOOL															A	4.3	14	376	1851	239	152	311	154	202	115	144	61	209	85	137	102	85	53	278	141	1053	594
SAT. 11.00A 30 CBS CA 96 96															B	4.5	14	393	1586	279	131	331	163	236	190	122	81	203	133	181	125	56	21	266	107	786	499
GUMMI BEARS															A	5.6	24	489	1738	121	78	170	101	127	41	54	28	184	99	144	97	61	24	185	98	1199	710
SAT. 8.30A 30 NBC CA 99 99															B	4.8	23	420	1651	278	120	327	172	229	162	115	76	233	126	174	123	84	49	152	60	939	571
HEALTH SHOW															A	2.6	8	227	1198	489	220	599	347	383	273	142	216	352	184	202	141	97	150	106	106	141	31
SAT. 12.30P 30 ABC N 78 80															B	2.0	6	175	1346	492	193	580	298	360	299	169	194	351	192	230	169	100	97	107	75	308	160
IN THE NEWS-12.26PM															A	2.2	7	192	1385	115	370	484	369	369	LT	115	115	166	94	94	94	LT	72	LT	LT	735	411
1 SAT. 12.26P 3 CBS CN 65															B	3.0	10	262	1568	332	124	389	187	243	207	130	105	284	124	228	176	121	48	152	85	743	412
IT'S PUNKY BREWSTER															A	5.4	18	472	1388	191	98	233	106	168	168	98	65	276	212	259	128	47	17	201	74	678	403
SAT. 11.30A 30 NBC CA 93 94															B	6.2	20	542	1786	332	138	381	214	270	203	115	99	239	134	184	123	75	50	207	95	959	505
KIDD VIDEO															A	3.5	11	306	1408	284	23	356	180	267	210	126	62	312	146	277	220	141	35	177	46	563	268
SAT. 12.30P 30 NBC CA 77 68															B	3.3	11	288	1565	316	142	390	194	279	188	130	97	238	135	188	144	95	47	213	105	724	400
KISSYFOR															A	4.4	22	385	1655	42	LT	42	LT	LT	18	30	24	122	72	111	71	50	LT	174	30	1317	822
SAT. 8.00A 30 NBC CA 99 99															B	3.7	22	323	1633	238	65	295	165	204	144	99	73	236	120	180	136	96	46	146	53	956	599
LAZER TAG ACADEMY															A	4.6	15	402	1547	273	42	340	109	216	195	149	99	325	169	295	244	139	30	185	100	697	354
SAT. 12.00N 30 NBC CA 88 80															B	4.8	16	420	1631	339	139	384	204	273	212	119	92	260	144	204	152	98	54	218	93	769	422
MEET THE PRESS															A	2.9	9	253	1379	679	139	687	154	229	201	190	434	542	162	186	221	162	321	91	LT	59	28
SUN. 12.30P 30 NBC CC 96 94															B	2.7	8	236	1264	529	154	566	135	189	211	182	324	575	149	266	252	247	276	51	LT	72	44
MUPPET BABIES															A	5.5	20	481	1892	258	190	339	138	227	166	161	99	210	70	144	158	110	52	117	44	1226	592
SAT. 9.00A 60 CBS CA 98 99															B	5.0	20	437	1778	261	125	323	161	229	181	105	85	197	82	148	117	85	48	145	56	1113	622
9.00 - 9.30															A	5.3	20	463	1931	268	187	361	145	224	145	154	126	187	66	122	131	89	56	124	51	1259	614
9.30 - 10.00															A	5.6	20	489	1888	247	186	325	140	240	187	166	73	232	71	166	183	133	49	112	34	1219	581
NBA ON CBS															A	8.1	22	708	1664	469	196	513	75	240	333	310	180	824	313	541	552	401	195	176	40	151	124
2 SUN. 1.00P 166 CBS SE															B	6.7	18	586	1620	450	218	509	132	282	301	269	172	844	349	585	526	392	207	131	39	136	110
1.00 - 1.30															A	6.2	18	542	1969	515	234	548	95	268	337	303	211	779	289	519	520	378	206	274	69	368	246
1.30 - 2.00															A	7.7	21	673	1792	449	185	477	65	226	296	265	181	815	295	498	530	411	199	271	61	229	168
2.00 - 2.30															A	8.1	23	708	1665	456	220	518	59	257	362	348	156	786	286	493	533	407	180	235	65	126	126
2.30 - 3.00															A	8.6	24	752	1576	481	214	539	66	260	364	352	175	774	308	517	506	351	190	175	43	98	88
3.00 - 3.30															A	9.2	25	804	1442	443	171	485	94	208	303	279	182	822	353	549	544	354	190	62	LT	73	73
3.30 - 4.00															A	9.4	25	822	1667	495	147	524	94	214	336	303	188	1055	350	742	756	590	222	25	LT	63	63

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PROGRAM NAME					T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																														
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11															
WEEKEND DAYTIME CONT'D																																									
NBA ON CBS GAME 2-SP(S)																		204	A	7.7	20	673	1807	581	298^	618	125^	243^	385^	387^	233^	1021	296^	782	724	602	228^	80v	LT	88v	84v
2 SUN. 3.46P 134 CBS SE																		99																							
3.30 - 4.00																		A	7.9	21	690	1842	505	170^	540	91v	190^	319^	300^	221^	1188	351^	819	862	697	251^	32v	LT	82v	82v	
4.00 - 4.30																		A	7.6	20	664	1893	565	284^	601	95v	230^	368^	394^	233^	1117	296^	879	818	697	238^	60v	LT	115^	115^	
4.30 - 5.00																		A	6.9	19	603	1668	610	348^	648	104v	231^	391^	440^	257^	954	267^	725	662	562	229^	LT	LT	66v	66v	
5.00 - 5.30																		A	7.7	20	673	1926	550	333^	584	112^	218^	363^	389^	221^	1094	310^	873	798	665	221^	183^	LT	65v	65v	
5.30 - 6.00																		A	8.4	21	734	1748	656	297^	691	198^	315^	462	383	229^	863	294^	654	581	461	209^	84v	LT	110^	94v	
NCAA BRIDGE SHOW(S)																		207	A	11.5	27	1005	1520	428	184^	479	122^	219^	243^	239^	205^	883	342	547	421	356	287	114^	76^	44v	31v
1 SAT. 5.57P 11 CBS SC																		99																							
NCAA WOMEN'S BSKBL CHAMP.(S)																		207	A	6.1	18	533	1298	377^	131v	481^	101v	163^	141^	167^	299^	708	97v	336^	364^	450^	329^	65v	LT	44v	44v
1 SUN. 1.00P 131 CBS SE																		98																							
1.00 - 1.30																		A	5.4	17	472	1155	454^	123v	494^	62v	156^	124v	221^	308^	505^	35v	219^	224^	373^	246^	109v	LT	47v	47v	
1.30 - 2.00																		A	5.8	18	507	1250	394^	152^	540^	70v	179^	178^	253^	313^	618	LT	276^	320^	499^	298^	59v	LT	33v	33v	
2.00 - 2.30																		A	6.1	18	533	1330	355^	148^	478^	140^	193^	169^	140^	271^	787	138^	380^	436^	471^	351^	35v	LT	30v	30v	
2.30 - 3.00																		A	6.9	20	603	1415	351^	128^	468	131^	161^	132^	101v	307^	829	158^	414^	452^	475	377^	65v	8v	53v	53v	
3.00 - 3.30																		A	6.6	19	577	1357	320^	82v	378^	79v	79v	53v	111v	299^	869	187^	407^	367^	408^	422^	62v	LT	48v	48v	
ONE TO GROW ON-8:58AM																		26	A	5.9	24	516	1705	118^	81^	176^	106^	138^	46v	56v	24v	198^	110^	162^	100^	64v	24v	223^	123^	1108	615
SAT. 8.58A 2 NBC CN																		99	B	5.0	23	437	1601	284	122	335	174	238	165	124	74	225	123	169	117	82	49	151	63	890	528
ONE TO GROW ON-10:28AM																		26	A	6.9	22	603	1735	257	78^	295	80^	169^	242	198^	28v	228^	174^	184^	114^	43v	18v	210^	120^	1002	577
SAT. 10.28A 2 NBC CN																		99	B	6.6	23	577	1687	358	145	415	240	304	217	126	86	253	148	195	126	86	48	178	93	841	450

ONE TO GROW ON-11:58AM						23	176	A 5.6	19	489	1299	199	93	244	113	168	168	100	76	282	217	260	127	43	22	198	59	575	368
SAT.	11.58A	2	NBC	CN		93	94	B 5.9	19	516	1717	334	152	378	206	263	201	127	96	224	117	164	106	81	57	211	107	904	508
PEE WEE'S PLAYHOUSE						22	207	A 5.9	20	516	1988	344	234	414	231	304	191	173	80	185	72	125	143	85	42	151	62	1238	596
SAT.	10.00A	30	CBS	CL		99	99	B 5.9	20	516	1771	304	150	365	214	280	202	107	78	216	116	176	147	76	37	177	82	1013	579
POUND PUPPIES						25	205	A 4.6	15	402	1973	500	214	559	330	497	371	205	62	288	229	288	209	59	LT	197	172	929	489
SAT.	10.30A	30	ABC	CA		97	97	B 4.5	15	393	1878	364	148	416	262	330	243	119	78	212	117	160	119	69	48	174	93	1076	640
PRO BOWLERS TOUR						13	192	A 5.3	16	463	1400	685	320	698	114	303	357	333	327	598	177	268	240	194	305	54	28	50	42
SAT.	3.00P	90	ABC	SE		93	93	B 5.4	15	472	1377	604	216	651	136	270	290	301	325	590	173	299	299	250	255	50	28	86	49
	3.00 - 3.30							A 4.7	15	411	1401	692	342	692	111	314	377	353	298	590	157	253	224	213	307	54	37	65	54
	3.30 - 4.00							A 5.2	16	454	1326	630	300	650	83	247	299	310	337	595	192	249	227	161	322	32	32	49	39
	4.00 - 4.30							A 5.9	17	516	1479	732	315	753	148	343	391	337	347	619	185	304	269	212	293	68	15	39	31
REAL GHOSTBUSTERS						26	204	A 4.7	16	411	1771	413	158	430	250	388	271	157	42	184	184	184	73	LT	LT	249	151	908	529
SAT.	10.00A	30	ABC	CA		97	98	B 5.2	18	454	1746	307	134	365	198	267	208	139	75	224	121	170	120	70	49	227	91	930	588
ROCK N WRESTLING-1						16	134	A 2.6	9	227	1824	322	198	480	197	272	251	247	106	246	49	140	171	137	75	35	LT	1063	640
SAT.	12.00N	30	CBS	CA		65	86	B 3.0	10	262	1590	345	126	396	183	248	224	144	104	266	108	204	165	118	53	172	104	756	437
ROCK N WRESTLING-2						21	138	A 3.3	11	288	1569	326	225	488	322	354	253	112	103	229	77	154	143	97	69	63	LT	789	411
SAT.	12.30P	30	CBS	CA		68	84	B 3.1	10	271	1690	345	137	433	243	306	223	127	102	307	150	247	188	120	55	171	63	779	419
SMURFS I						26	206	A 5.7	22	498	1865	246	137	246	106	192	106	114	34	340	193	304	184	117	36	321	206	958	527
SAT.	9.00A	30	NBC	CA		99	99	B 5.6	23	489	1714	322	130	365	199	262	183	127	81	271	154	218	165	96	43	167	76	911	529
SMURFS II						26	206	A 6.7	24	586	1896	351	156	364	131	218	197	194	55	286	114	190	195	148	51	357	222	889	481
SAT.	9.30A	30	NBC	CA		99	99	B 6.3	23	551	1731	340	132	391	220	277	207	128	85	279	156	220	170	102	48	196	94	865	500
SMURFS III						26	206	A 7.5	25	656	1829	267	78	311	91	172	240	198	35	278	194	228	145	71	24	266	180	974	537
SAT.	10.00A	30	NBC	CA		99	99	B 7.0	24	612	1690	350	150	409	237	301	218	125	81	255	150	199	134	86	47	185	95	841	456

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST APR. 1987 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION													
I/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES													
WK 1 WK 2										TEENS (12-17) CHILDREN (2-11)													
WK # DAY START TIME DUR NET TYPE										TOTAL FEM TOTAL 6-11													
WEEKEND DAYTIME CONT'D																							
SPORTSWORLD 8 185																							
1 SUN. 4.30P 90 NBC SA 95																							
4.30 - 5.00																							
5.00 - 5.30																							
5.30 - 6.00																							
SUNDAY MORNING 25 174 174																							
SUN. 9.00A 90 CBS N 96 96																							
9.00 - 9.30																							
9.30 - 10.00																							
10.00 - 10.30																							
TEEN WOLF 26 203 203																							
SAT. 10.30A 30 CBS CA 99 99																							
THIS WEEK-DAVID BRINKLEY 22 192 188																							
SUN. 11.30A 60 ABC N 98 97																							
11.30 - 12.00																							
12.00 - 12.30																							
TOURN. PLAYERS CHAMP-SAT(S) 198																							
1 SAT. 2.00P 90 CBS SE 98																							
2.00 - 2.30																							
2.30 - 3.00																							
3.00 - 3.30																							
TOURN. PLAYERS CHAMP-SUN(S) 207																							
1 SUN. 3.11P 199 CBS SE 99																							
3.00 - 3.30																							
3.30 - 4.00																							
4.00 - 4.30																							
4.30 - 5.00																							
5.00 - 5.30																							
5.30 - 6.00																							
6.00 - 6.30																							
U.S. PROFESSIONAL SKIING(S) 158																							
1 SUN. 3.30P 30 ABC SE 85																							
VOLVO MASTERS TENNIS-SAT(S) 179																							
2 SAT. 3.00P 90 NBC SE 94																							
3.00 - 3.30																							
3.30 - 4.00																							
4.00 - 4.30																							
VOLVO MASTERS TENNIS-SUN(S) 192																							
2 SUN. 1.30P 150 NBC SE 96																							
1.30 - 2.00																							
2.00 - 2.30																							
2.30 - 3.00																							
3.00 - 3.30																							
3.30 - 4.00																							
WILDFIRE 26 198 198																							
SAT. 8.30A 30 CBS CA 97 97																							

PROGRAM NAME										I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. MAR. 23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

W E E K 1	TOTAL AUDIENCE (Households (000) & %)	<div>17,310 19.8</div> <div>20,630 23.6</div>															
	ABC TV	<div>MACGYVER</div> <div>ABC MONDAY NIGHT MOVIE FIGHT FOR LIFE (SD)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>13,550</div> <div>14,070</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>15.5 14.9* 16.2* 16.1 16.7 16.4 16.6 16.3 16.4 15.9 15.5 14.9</div> <div>23 23* 24* 26 25* 25* 26* 27*</div>															
K 2	TOTAL AUDIENCE (Households (000) & %)	<div>15,820 18.1</div> <div>12,850 14.7</div> <div>19,670 22.5</div> <div>17,310 19.8</div> <div>16,610 19.0</div>															
	CBS TV	<div>KATE & ALLIE</div> <div>POPCORN KID SPECIAL (SD)</div> <div>NEWHART (R)</div> <div>DESIGNING WOMEN (SD)</div> <div>CAGNEY & LACEY</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>13,900</div> <div>11,270</div> <div>16,520</div> <div>15,380</div> <div>13,720</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>15.9 12.9 18.9 17.6 15.7 15.9* 15.5*</div> <div>24 19 29 27 27 26* 27*</div>															
K 2	TOTAL AUDIENCE (Households (000) & %)	<div>16,870 19.3</div> <div>18,530 21.2</div> <div>17,570 20.1</div>															
	NBC TV	<div>ALF</div> <div>VALERIE</div> <div>NBC MONDAY NIGHT MOVIES NUTCRACKER: MONEY, MADNESS, MURDER, PT 2</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>15,030</div> <div>16,340</div> <div>10,050</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>17.2 18.7 11.5 12.0* 11.0* 11.4*</div> <div>26 28 19 18* 17* 19*</div>															

W E E K 2	TOTAL AUDIENCE (Households (000) & %)	<div>27,710 31.7</div> <div>43,870 50.2</div>															
	ABC TV	<div>BARBARA WALTERS SPCL (SD)</div> <div>ACADEMY AWARDS (9:00-12:04AM) (SD)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>20,450</div> <div>24,040</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>23.4 23.1* 23.7* 27.5 25.0* 26.0* 30.0* 31.5*</div> <div>34 33* 34* 43 35* 36* 43* 49*</div>															
K 2	TOTAL AUDIENCE (Households (000) & %)	<div>26,830 30.7</div> <div>13,720 15.7</div>															
	CBS TV	<div>CBS NCAA BSKBL CHAMPSHIPS INDIANA VS SYRACUSE</div> <div>CAGNEY & LACEY (10:12-11:12PM) (R)(OP)(-OP)</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>17,130</div> <div>8,480</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>19.6 16.1* 19.3* 20.3* 22.7*</div> <div>28 24* 28* 28* 31*</div>															
K 2	TOTAL AUDIENCE (Households (000) & %)	<div>18,700 21.4</div> <div>22,640 25.9</div> <div>10,140 11.6</div>															
	NBC TV	<div>ALF</div> <div>NBC MONDAY NIGHT MOVIES STONE FOX</div> <div>YOU AGAIN SPECIAL</div>															
	AVERAGE AUDIENCE (Households (000) & %)	<div>16,080</div> <div>13,900</div> <div>8,740</div>															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	<div>18.4 15.9 14.8* 15.9* 16.0*</div> <div>26 22 21* 22* 22*</div>															

TV HOUSEHOLDS USING TV	WK 1	56.4	58.8	60.5	62.9	64.7	65.7	66.6	67.1	66.5	66.0	65.0	64.2	61.8	59.7	58.3	55.2
(See Def. 1)	WK 2	63.5	64.3	65.2	67.2	70.1	71.6	71.9	72.4	72.8	73.0	72.1	70.7	68.5	65.9	62.0	58.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. MON. MAR. 30, 1987

For explanation of symbols, See page A.

EVE.TUE. MAR.31, 1987

A-6 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

EVE.WED. MAR.25, 1987

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

16,430 18.8		13,110 15.0		20,010 22.9		16,690 19.1	
PERFECT STRANGERS (R)		HARRY (SD)		DYNASTY (SD)		COLBY'S SPECIAL	
13,720 15.7		11,100 12.7		16,260 18.6	17.8*	13,980 16.0	
25		20		29	27 *	28	
15.1	16.3	12.6		17.6	18.0	19.2	19.4

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

17,390 19.9				18,000 20.6		14,160 16.2	
MIKE HAMMER (SUS-SD)				MAGNUM, P.I. (SD)		HOUSTON KNIGHTS	
13,550 15.5	14.8*			13,810 15.8	15.1*	11,270 12.9	
25	24 *			24	23 *	23	
14.1	15.4	16.1	16.2	14.7	15.5	16.6	16.4

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

17,570 20.1				16,610 19.0		12,060 13.8	15,910 18.2
DOWN & OUT-DONALD DUCK				NIGHT COURT		TORTELLIS	BRONX ZOO
12,240 14.0	13.1*			14,510 16.6		10,490 12.0	12,150 13.9
22	21 *			25		19	24
13.3	12.9	14.9	15.1	16.3	17.0	12.3	11.7

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

18,610 19.0		16,610 19.0		17,220 19.7		14,160 16.2	
PERFECT STRANGERS		HEAD OF THE CLASS (SD)		DYNASTY (SD)		MARIAH	
14,250 16.3		14,950 17.1		14,250 16.3	16.3*	9,880 11.3	
26		26		25	25 *	21	22 *
15.6	17.1	16.9	17.4	16.4	16.3	16.4	16.3

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

9,790 11.2		9,350 10.7		17,830 20.4		17,130 19.6	
ROXIE		TAKE FIVE (SUS-SD)		MAGNUM, P.I. (SD)		HOUSTON KNIGHTS	
8,220 9.4		8,390 9.6		13,900 15.9	14.8*	12,940 14.8	
15		15		26	23 *	27	25 *
9.7	9.1	9.3	9.9	14.4	15.3	17.3	16.8

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE
%
AVG. AUD. BY 1/4 HR. %

20,710 23.7				16,170 18.5		12,060 13.8	14,510 16.6
HIGHWAY TO HEAVEN				NIGHT COURT (R)		TORTELLIS	BRONX ZOO
16,170 18.5	17.9*			13,810 15.8		10,230 11.7	10,400 11.9
29	28 *			24		18	22
17.7	18.0	19.3	18.9	15.9	15.8	12.1	11.3

TV HOUSEHOLDS USING TV	WK. 1	56.2	57.5	58.7	59.9	61.4	62.5	62.7	64.4	65.5	66.2	64.4	63.2	60.2	57.9	56.1	54.1
(See Def. 1)	WK. 2	58.2	59.9	61.0	62.1	63.5	64.0	65.4	65.7	65.0	65.5	64.6	62.2	57.7	56.1	53.9	52.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. APR.1, 1987

A-8 **Nielsen NATIONAL TV AUDIENCE ESTIMATES**

EVE. THU. MAR. 26, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						10,230 11.7				15,640 17.9				17,040 19.5			
	ABC TV						OUR WORLD (R)				COLBY'S (SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)		6,030 6.9								11,890 13.6	12.7*			12,670 14.5	14.9*		14.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		11 7.0	6.5* 10 *			7.4* 11 *				21 19 *			22 *	24 24 *			24 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)		10,580 12.1								17,040 19.5				16,690 19.1			
	CBS TV						WIZARD (R)(SD)				SIMON & SIMON (SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)		7,430 8.5	8.1*							12,760 14.6	13.3*			14,070 16.1	16.3*		15.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 8.2	12 *			8.9* 13 *				22 12.9	20 *		25 *	27 16.3	26 *		27 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)		33,210 38.0				31,550 36.1				26,570 30.4		19,580 22.4		19,750 22.6			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS		SPITTING IMAGE		L A LAW			
	AVERAGE AUDIENCE (Households (000) & %)		29,280 33.5				28,320 32.4				23,950 27.4		16,610 19.0		15,730 18.0	18.2*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		51 31.1				49 32.5				41 27.4		29 27.4		30 18.0	29 *		30 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)		8,390 9.6								8,910 10.2				15,820 18.1			
	ABC TV						OUR WORLD (R)				JACK & MIKE (R)(SD)				20/20			
	AVERAGE AUDIENCE (Households (000) & %)		5,330 6.1	6.1*							6,290 7.2	6.6*			11,710 13.4	13.5*		13.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		9 6.3	9 *			9 *				11 6.6	10 *		12 *	22 13.3	21 *		23 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)		10,140 11.6								17,480 20.0				18,700 21.4			
	CBS TV						WIZARD (R)(SD)				SIMON & SIMON (R)(SD)				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)		6,990 8.0	7.4*							13,280 15.2	13.7*			15,640 17.9	17.9*		17.8*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		12 7.5	11 *			8.5* 13 *				23 13.0	21 *		26 *	29 17.8	28 *		30 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)		36,450 41.7				33,120 37.9				27,180 31.1		20,540 23.5		19,840 22.7			
	NBC TV						BILL COSBY SHOW (R)		FAMILY TIES (R)		CHEERS		NOTHING IN COMMON		L.A. LAW			
	AVERAGE AUDIENCE (Households (000) & %)		13,120 15.0				30,070 34.4				24,380 27.9		18,180 20.8		15,990 18.3	18.7*		17.9*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		36.3 36.3				51 39.5				43 28.6		32 27.2		30 21.5	30 "		30 "

TV HOUSEHOLDS USING TV WK. I	57.3	58.2	59.7	61.9	64.0	66.4	65.8	66.4	67.1	67.3	65.4	64.2	62.4	62.0	59.5	57.2
(See Def. 1) WK. II	59.6	60.6	62.1	64.7	66.7	68.0	67.1	66.5	65.6	65.2	64.3	64.0	64.1	62.1	60.3	58.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. THU. APR. 2, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. MAR. 27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					10,930 12.5		12,410 14.2		14,070 16.1							
	ABC TV					CHARMINGS		WEBSTER (80)					ABC FRIDAY NIGHT MOVIE HACO & PHINEAS				
	AVERAGE AUDIENCE (Households (000) & %)					9,180 10.5		10,490 12.0		6,470 7.4							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					19 10.3	10.7	21 12.0	12.0	13 8.9	8.3* 14 *		7.4* 13 *		6.7* 12 *		7.2* 13 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,010 12.6		11,010 12.6		17,650 20.2				17,130 19.6			
	CBS TV					NOTHING IS EASY		POPCORN KID (8:45-9:00)		KERRY ROGERS SPECIAL (80)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					8,910 10.2		9,440 10.8		12,670 14.5				13,980 16.0			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					18 9.7	10.6	19 10.2	11.3	25 14.8	14.5* 25 *		14.5* 25 *	29 16.0	28* 16.0		16.0* 29 *
W E E K 3	TOTAL AUDIENCE (Households (000) & %)					14,420 16.5		12,670 14.5		19,050 21.8				16,960 19.4			
	NBC TV					ROOMIES		AMAZING STORIES		MIAMI VICE				STINGRAY			
	AVERAGE AUDIENCE (Households (000) & %)					11,620 13.3		10,930 12.5		14,680 16.8				12,940 14.8			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					24 13.4	13.2	22 12.2	12.7	29 15.4	16.2* 28 *		17.3* 30 *	27 14.7	26* 15.0		14.8* 27 *
W E E K 4	TOTAL AUDIENCE (Households (000) & %)					11,970 13.7		13,980 16.0		13,020 14.9							
	ABC TV					CHARMINGS		WEBSTER (R, 150)					ABC FRIDAY NIGHT MOVIE DESTINATION AMERICA (50)				
	AVERAGE AUDIENCE (Households (000) & %)					10,050 11.5		12,150 13.9		7,600 8.7							
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					19 11.2	11.9	23 13.4	14.4	15 9.1	8.6* 14 *		8.0* 13 *		9.1* 15 *		9.2* 16 *
W E E K 5	TOTAL AUDIENCE (Households (000) & %)					11,540 13.2		10,750 12.3		20,450 23.4				17,220 19.7			
	CBS TV					NOTHING IS EASY		POPCORN KID (8:45-9:00)		DALLAS (50)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8		9,790 11.2		17,480 20.0				14,600 16.7			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					18 11.0	10.5	18 10.8	11.7	32 19.4	19.9* 22 *		20.1* 22 *	29 16.9	29* 17.1		16.5* 29 *
W E E K 6	TOTAL AUDIENCE (Households (000) & %)					14,160 16.2		13,550 15.5		17,460 20.0				16,170 18.5			
	NBC TV					ROOMIES		AMAZING STORIES		MIAMI VICE				STINGRAY			
	AVERAGE AUDIENCE (Households (000) & %)					11,890 13.6		11,710 13.4		14,070 16.1				12,670 14.5			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					23 13.2	13.9	22 13.3	13.4	26 15.7	15.8* 25 *		16.4* 26 *	25 14.8	25* 14.7		14.3* 26 *
TV HOUSEHOLDS USING TV WK. 1		50.4	50.4	50.4	50.4	55.6	56.6	57.4	58.6	58.6	58.3	57.7	57.7	57.2	56.6	55.7	53.7
(See Def. 1) WK. 2		55.0	55.0	55.0	55.0	58.6	59.3	60.2	61.5	62.4	62.6	62.0	61.8	59.3	58.8	57.1	54.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE. FRI. APR. 3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE SAT. MAR. 28, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	10,490 12.0				12,940 14.8				12,670 14.5								
	ABC TV	STARLIN (SD)				OHARA (SD)				SPENSER FOR HIRE (R)								
	AVERAGE AUDIENCE (Households (000) & %)	7,690 8.8				9,350 10.7				9,880 11.3								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	15	14 *	14 *	14 *	17 *	17 *	17 *	17 *	21 *	21 *	21 *	21 *	11.1 *	11.1 *	11.5 *	22 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	11,620 13.3				14,330 16.4												
	CBS TV	CBS NCAA BASKET CHAMP-SA-2 (INDIANA VS UNLV (8:00-9:22PM) (-OP)				OUTLAWS (8:22-9:22PM) (OP)(-OP)(SD)				CBS SATURDAY MOVIE CHINA ROSE (9:22-11:22PM) (OP)(SD)								
	AVERAGE AUDIENCE (Households (000) & %)	7,870 9.0				8,570 9.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	14.4 *	29 *	16.4 *	31 *	8.8 *	15 *	8.7	18	9.0 *	16 *	9.2	10.0	9.9 *	18 *	10.2 *	19 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	17,740 20.3				19,490 22.3				22,720 26.0				17,480 20.0				
	NBC TV	FACTS OF LIFE (R)				227 (R)				GOLDEN GIRLS (R)				AMEN (R)				
	AVERAGE AUDIENCE (Households (000) & %)	14,600 16.7				17,220 19.7				20,540 23.5				15,640 17.9				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	16.7	29	15.1	18.3	18.9	20.6	23.1	23.9	18.0	17.7	15.9	16.2	16.1 *	30 *	16.4 *	31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,410 14.2				13,110 15.0				17,390 19.9								
	ABC TV	STARMAN (SD)				OHARA (SD)				SPENSER: FOR HIRE (R)								
	AVERAGE AUDIENCE (Households (000) & %)	9,350 10.7				10,660 12.2				14,160 16.2								
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	18	18 *	10.2	10.7	10.9	11.0	10.8	11.8	12.5	13.5	15.3	16.5	15.9 *	28 *	16.4 *	31 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	12,940 14.8				15,470 17.7												
	CBS TV	OUTLAWS (SD)				CBS SATURDAY MOVIE THE WINTER OF OUR DISCONTENT (R)(SD)												
	AVERAGE AUDIENCE (Households (000) & %)	10,050 11.5				8,570 9.8												
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20	20 *	11.1	11.6	11.7	11.3	9.7	8.9	9.4	9.5	10.3	10.1	10.2 *	18 *	10.2 *	19 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	15,910 18.2				17,310 19.8				22,290 25.5				17,310 19.8				
	NBC TV	FACTS OF LIFE (R)				227 (R)				GOLDEN GIRLS (R)				AMEN (R)				
	AVERAGE AUDIENCE (Households (000) & %)	13,810 15.8				15,730 18.0				20,280 23.2				15,910 18.2				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	27	31	14.7	16.9	17.3	18.6	22.5	23.9	18.8	17.7	12.7	11.4	12.1 *	22 *	10.6 *	20 *	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	52.8	54.2	54.5	56.9	57.7	57.3	57.3	57.8	58.7	59.0	57.1	56.1	53.5	52.9	52.6	51.8
		WK. 2	52.1	53.0	54.1	55.1	57.0	58.0	58.7	59.0	59.9	60.6	58.7	58.6	56.8	55.3	53.5	51.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE SAT. APR. 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.28, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

2,270
2.6
ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,270
2.6
7
2.6

W

E

E

K

1

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

— CBS SATURDAY MOVIE —
CHINA ROSE
(9:22-11:22PM)

11.0*
22*
11.3 10.3

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,980
16.0

— SATURDAY NIGHT —
(11:30-12:31AM)
(SUSTAINING 12:31-1:00AM)

7,690
8.8 9.9* 8.6* 7.6*
27 28* 27* 28*
9.9 9.9 9.0 8.1 8.0 6.4

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,150
3.6
ABC WEEKEND
REPORT-SAT.

2,970
3.4
10
3.4

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

1,450
13.1

— SATURDAY NIGHT —
(11:30-12:48PM)
(SUSTAINING 12:49-1:00AM)

6,290
7.2 8.4* 7.1* 5.3*
23 24* 23* 21*
8.8 8.1 7.3 6.9 5.5 4.9

TV HOUSEHOLDS USING TV	WK. 1	49.4	45.3	39.8	36.9	33.7	30.3	27.8	24.9	22.2	20.6	18.6	16.4	14.3	13.3	12.3	11.7
(See Def. 1)	WK. 2	48.3	43.7	37.2	33.9	31.3	29.3	25.7	23.5	20.3	18.3	16.0	14.8	13.2	11.9	11.1	10.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SAT. APR.4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.29, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	17,480 20.0								19,230 22.0							
	ABC TV		DISNEY SUNDAY MOVIE DOUBLE AGENT (SD)										ABC SUNDAY NIGHT MOVIE DR. HO (R)(SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	9,610 11.0	10.4*		11.4*		11.3*		10.9*	11,360 13.0	13.0*		13.5*		13.0*		12.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	17 10.1	17 *		18 *		17 *		16 *	21 12.5	20 *		21 *		21 *		21 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	26,130 29.9				23,950 27.4		10.8	11.0	26,130 29.9	13.5	13.5	13.5	13.5	12.6	12.5	12.3
	CBS TV		60 MINUTES					MURDER, SHE WROTE (R)(SD)					CBS SUNDAY MOVIE A STRANGER WAITS (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	19,930 22.8	21.1*		24.4*	18,880 21.6	21.2*		21.9*	18,270 20.9	21.0*		21.7*		20.5*		20.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	37 20.3	35 *		38 *	32 21.2	32 *		32 *	33 20.5	32 *		33 *		33 *		35 *
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	16,260 18.6				20,710 23.7				19,580 22.4				20.7	20.4	20.7	20.0
	NBC TV		OUR HOUSE (R)					RAGS TO RICHES					NBC SUNDAY NIGHT MOVIE INDEPENDENCE					
	AVERAGE AUDIENCE (Households (000) & %)	{	11,890 13.6	12.8*		14.3*	16,340 18.7	17.9*		19.4*	12,670 14.5	14.5*		14.6*		14.5*		14.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	22 12.5	21 *		22 *	28 17.3	27 *		29 *	23 15.0	22 *		22 *		24 *		25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	17,650 20.2								21,850 25.0							
	ABC TV		DISNEY SUNDAY MOVIE THE PARENT TRAP (R)(SD)										ABC SUNDAY NIGHT MOVIE DADDY (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	10,140 11.6	9.5*		11.0*		12.4*		13.3*	14,950 17.1	16.4*		16.6*		17.6*		17.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	19 8.9	17 *		18 *		19 *		20 *	25 16.0	24 *		24 *		25 *		27 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	26,740 30.6				25,520 29.2				24,820 28.4							
	CBS TV		60 MINUTES					MURDER, SHE WROTE (SD)					CBS SUNDAY MOVIE STILL CRAZY LIKE A FOX (SD)					
	AVERAGE AUDIENCE (Households (000) & %)	{	19,840 22.7	21.3*		24.1*	21,760 24.9	24.5*		25.3*	18,530 21.2	21.4*		21.3*		21.3*		20.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	39 20.7	38 *		40 *	37 24.0	38 *		37 *	31 21.4	31 *		31 *		31 *		31 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	11,100 12.7				15,560 17.8				27,710 31.7							
	NBC TV		OUR HOUSE (R)					RAGS TO RICHES					NBC SUNDAY NIGHT MOVIE TRADING PLACES (9:00-11:30PM)(R)					
	AVERAGE AUDIENCE (Households (000) & %)	{	8,480 9.7	8.9*		10.5*	11,190 12.8	12.0*		13.6*	15,990 18.3	15.9*		17.5*		18.7*		19.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	%	16 8.5	16 *		17 *	19 11.6	18 *		20 *	28 15.5	23 *		25 *		27 *		30 *
TV HOUSEHOLDS USING TV		WK. 1	58.7	60.7	63.4	64.9	65.5	66.5	67.8	68.0	66.1	65.7	65.5	64.3	62.9	60.2	58.5	56.9
(See Def. 1)		WK. 2	55.4	57.8	59.9	62.1	63.8	66.1	67.5	68.8	68.4	69.4	69.3	69.4	69.6	68.5	66.7	64.6

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. APR.5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.29, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,710

3.1

ABC WEEKEND
REPORT-SUN.

2,530

2.9

10

2.9

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

4,630

5.3

CBS SUNDAY
NEWS-080000

4,370

5.0

11

5.0

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

1,400

1.6

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

1,310

1.5

5

1.5

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,450

2.8

ABC WEEKEND
REPORT-SUN.

2,190

2.5

7

2.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

5,420

6.2

CBS SUNDAY
NEWS-030000

5,070

5.8

10

5.8

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)

SHARE OF AUDIENCE %

AVG. AUD. BY ¼ HR. %

2,100

2.4

NBC SUNDAY NIGHT MOVIE
TRADING PLACES
(9:00-11:30PM)/RG MICHAELS
SPORTS MACHINE
(10:00-12:15AM)
(SUSTAINING 12:15-12:30AM)

2,010

2.3

9

2.3

TV HOUSEHOLDS USING TV
(See Def. 1)WK. 1
WK. 247.4
57.741.4
50.332.2
40.328.2
35.323.7
30.120.9
26.818.2
22.716.9
20.414.5
18.212.6
16.611.1
14.610.0
13.09.1
11.98.5
10.97.7
8.97.2
8.2

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.SUN. APR.5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR. 23-27, 1987

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)			5,420 6.2				5,330 6.1									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,280 4.9				4,200 4.8									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			21 4.9 5.1				21 4.7 4.8									
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	3,060 3.5		4,810 5.5								3,930 4.5		4,370 5.0			
	CBS TV			CBS MORNING NEWS 7:00AM		MORNING PROGRAM								\$25,000 PYRAMID NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)	2,360 2.7		2,360 2.7	2.7*			2.6*		2.7*		3,320 3.8		3,580 4.1			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	13 2.5	2.9	12 2.8	12 *	2.7	2.6	2.6	2.7	17 3.7	3.9	18 4.0	4.2	18 4.0	4.2		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)			6,290 7.2				5,590 6.4				3,670 4.2		2,880 3.3			
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			5,070 5.8				4,630 5.3				2,970 3.4		2,450 2.8			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			25 5.9 5.6				23 5.5 5.1				15 3.8		12 2.7 2.9			
W E E K 4	TOTAL AUDIENCE (Households (000) & %)			5,860 6.7				5,330 6.1									
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,540 5.2				4,370 5.0									
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			22 5.1 5.3				21 5.1 5.0									
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	3,410 3.9		5,240 6.0								3,670 4.2		4,280 4.9			
	CBS TV			CBS MORNING NEWS 7:00AM		MORNING PROGRAM								\$25,000 PYRAMID NEW CARD SHARKS			
	AVERAGE AUDIENCE (Households (000) & %)	2,620 3.0		2,360 2.7	2.8*			2.6*		2.8*		3,060 3.5		3,670 4.2			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %	14 2.9	3.1	11 2.8	12 *	2.7	2.6	2.6	2.9	15 3.3	3.7	18 4.0	4.4	18 4.0	4.4		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)			6,290 7.2				5,680 6.5				3,580 4.1		2,710 3.1			
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				SALE OF THE CENTURY		BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)			4,890 5.6				4,630 5.3				2,970 3.4		2,190 2.5			
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %			24 5.8 5.5				22 5.5 5.2				14 3.4		10 2.5 2.6			
TV HOUSEHOLDS USING TV WK. 1		16.5	18.8	20.4	21.8	22.8	23.4	23.1	23.2	23.6	23.8	23.5	23.2	22.5	22.7	22.7	23.1
(See Def. 1) WK. 2		16.9	19.4	21.5	22.8	23.2	23.5	23.3	23.2	23.8	24.4	24.5	24.2	23.3	23.5	23.5	23.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR. 30-APR. 3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.23-27, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	2,100 2.4		2,010 2.3		2,450 2.8		3,410 3.9		7,430 8.5			7,780 8.9				
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SO)				
	AVERAGE AUDIENCE (Households (000) & %)	{	1,750 2.0		1,750 2.0		2,010 2.3		3,060 3.5		5,680 6.5			6,290 7.2				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		9 2.1		8 1.9	2.0	9 2.3	2.4	13 3.4	3.5	23 5.9	6.1* 22 *		6.9* 25 *	26 6.7	7.0* 26 *		7.4* 27 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,120 7.0		7,170 8.2				8,650 9.9				5,770 6.6		6,820 7.8			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SO)				YOUNG AND THE RESTLESS			BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,420 6.2		6,120 7.0				6,640 7.6	7.6*			4,890 5.6		5,590 6.4			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		27 6.1	6.2	29 6.8	7.2			29 7.6	30 * 7.6	29 * 7.6	7.6* 29 *	20 5.8	5.4	23 6.3	6.4* 23 *		6.5* 23 *
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{	5,940 6.8		4,810 5.5		3,760 4.3		3,410 3.9		7,600 8.7			5,680 6.5				
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES			ANOTHER WORLD (SO)				
	AVERAGE AUDIENCE (Households (000) & %)	{	4,980 5.7		4,280 4.9		3,230 3.7		2,880 3.3		6,030 6.9			4,460 5.1				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		24 5.6	5.9	21 4.7	5.0	14 3.7	3.8	13 3.3	3.4	24 6.3	6.5* 23 *		7.2* 26 *	18 5.2	5.1* 19 *		5.1* 18 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	2,190 2.5		2,530 2.9		2,880 3.3		3,410 4.5		7,430 8.5			7,780 8.9				
	ABC TV		FAME, FORTUNE AND ROMANCE		WEBSTER M-F		RYAN'S HOPE		LOVING		ALL MY CHILDREN			ONE LIFE TO LIVE (SO)				
	AVERAGE AUDIENCE (Households (000) & %)	{	1,750 2.0		2,100 2.4		2,450 2.8		3,410 3.9		5,860 6.7			6,640 7.6				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		8 2.0	2.0	9 2.4	2.5	10 2.7	2.8	14 3.7	4.0	23 6.2	6.4* 22 *		7.1* 24 *	26 7.2	7.4* 26 *		7.8* 27 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,900 7.9		7,950 9.1				9,350 10.7				5,590 6.4		7,340 8.4			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SO)				YOUNG AND THE RESTLESS			BOLD AND THE BEAUTIFUL		AS THE WORLD TURNS				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,940 6.8		7,080 8.1				7,080 8.1	8.0*			4,890 5.6		5,940 6.8			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		28 6.5	7.2	32 8.1	8.2			30 7.9	30 * 8.1	29 * 8.2	8.2* 29 *	19 5.8	5.5	23 6.7	6.8* 24 *		6.9* 24 *
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,470 7.4		4,890 5.6		3,670 4.2		3,500 4.0		7,690 8.8			5,770 6.6				
	NBC TV		WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		WORDPLAY		DAYS OF OUR LIVES			ANOTHER WORLD (SO)				
	AVERAGE AUDIENCE (Households (000) & %)	{	5,330 6.1		4,280 4.9		3,230 3.7		2,970 3.4		6,120 7.0			4,370 5.0				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %		25 5.9	6.3	19 4.8	5.0	14 3.5	3.8	12 3.3	3.5	24 6.4	6.6* 22 *		7.4* 25 *	17 5.3	5.1* 18 *		4.8* 16 *
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	23.6	23.7	24.1	24.9	26.2	26.5	26.1	26.7	27.5	28.1	27.6	27.6	26.9	27.5	27.7	28.2
		WK. 2	24.5	25.3	25.6	26.4	27.4	28.0	27.7	28.5	29.4	29.7	28.8	28.8	28.3	28.6	28.7	29.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.30-APR.3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.23-27, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 9,260 10.6 GENERAL HOSPITAL 11,100 12.7 ABC WORLD NEWS TONIGHT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 7,250 8.3 8.1* 29 29 8.0 8.2 8.4 8.4* 29* 8.4															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 29 % 8.0 % 8.2 % 8.4 % 8.4															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 6,290 7.2 GUIDING LIGHT (SD)(605-60) 11,710 13.4 CBS EVENING NEWS-RATHER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,810 5.5 5.5* 19 19 5.5 5.6 5.6 5.5* 19* 5.5															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 19 % 5.5 % 5.6 % 5.6 % 5.5															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 4,980 5.7 SANTA BARBARA 11,800 13.5 NBC NIGHTLY NEWS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.1 4.0* 14 14 4.0 4.0 4.1 4.2* 14* 4.3															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 14 % 4.0 % 4.0 % 4.1 % 4.3															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 9,000 10.3 GENERAL HOSPITAL (S)(OP) 10,840 12.4 ABC WORLD NEWS TONIGHT															
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,990 8.0 7.9* 27 27 7.9 7.9 7.9 8.0* 27* 8.0															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 27 % 7.9 % 7.9 % 7.9 % 8.0															
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,820 7.8 GUIDING LIGHT (SD)(605-OP)(605-60) (S)(OP) 13,110 15.0 CBS EVENING NEWS-RATHER															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,240 6.0 6.1* 20 21 6.1 6.1 5.9 6.0* 20* 5.9															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 20 % 6.1 % 6.1 % 5.9 % 5.9															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 5,240 6.0 SANTA BARBARA 12,760 14.6 NBC NIGHTLY NEWS															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,850 4.4 4.2* 15 15 4.3 4.2 4.3 4.5* 15* 4.7															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	% 15 % 4.3 % 4.2 % 4.3 % 4.7															
TV HOUSEHOLDS USING TV WK. 1		28.1	29.3	29.9	30.8	31.3	33.1	34.6	36.0	38.1	40.6	42.6	44.9	48.1	50.3	51.6	53.7
(Line 1)		29.0	29.8	30.4	31.6	32.3	34.5	36.3	38.6	40.5	42.6	44.4	47.4	50.9	53.8	56.0	58.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.30-APR.3, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 28, 1987

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K	TOTAL AUDIENCE (Households (000) & %)	{					3,410 3.9		4,460 5.1		5,330 6.1		5,330 6.1		4,630 5.3		4,460 5.1	
	ABC TV						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,880 3.3		3,930 4.5		4,370 5.0		4,720 5.4		3,760 4.3		3,930 4.5	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					16 3.2	3.4	19 4.3	4.7	19 4.6	5.4	20 5.5	5.3	15 4.2	4.3	15 4.3	4.7
W E E K	TOTAL AUDIENCE (Households (000) & %)	{					3,930 4.5		3,320 3.8		6,210 7.1				5,770 6.6		5,160 5.9	
	CBS TV						BERENSTAIN BEARS (SUS-SD)		WILDFIRE (SUS-SD)		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,060 3.5		2,970 3.4		4,020 4.6	4.8*		4.4*	4,810 5.5		4,370 5.0	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					17 3.2	3.8	15 3.3	3.5	17 4.9	19* 4.6		16* 4.4	20 5.3	5.6	17 4.9	5.1
W E E K	TOTAL AUDIENCE (Households (000) & %)	{					4,110 4.7		5,330 6.1		5,070 5.8		5,940 6.8		7,080 8.1		6,730 7.7	
	NBC TV						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)	{					3,500 4.0		4,540 5.2		4,280 4.9		5,420 6.2		6,030 6.9		5,860 6.7	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					20 3.6	4.3	22 5.0	5.3	19 4.8	5.1	23 6.0	6.4	25 7.0	6.7	23 6.7	6.7
W E E K	TOTAL AUDIENCE (Households (000) & %)	{					3,060 3.5		3,580 4.1		4,890 5.6		5,330 6.1		5,070 5.8		4,890 5.6	
	ABC TV						WUZZLES		CARE BEAR FAMILY		FLINTSTONE KIDS 1		FLINTSTONE KIDS 2		REAL GHOSTBUSTERS		POUND PUPPIES	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,530 2.9		2,970 3.4		3,930 4.5		4,370 5.0		4,370 5.0		4,110 4.7	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					15 2.9	2.9	14 3.3	3.5	17 4.3	4.7	17 5.2	4.9	16 4.9	5.1	14 4.8	4.6
W E E K	TOTAL AUDIENCE (Households (000) & %)	{					3,320 3.8		4,280 4.9		7,600 8.7				6,560 7.5		5,940 6.8	
	CBS TV						BERENSTAIN BEARS		WILDFIRE		MUPPET BABIES				PEE WEE'S PLAYHOUSE		TEEN WOLF	
	AVERAGE AUDIENCE (Households (000) & %)	{					2,620 3.0		3,760 4.3		5,510 6.3	5.8*		6.8*	5,510 6.3		5,160 5.9	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					15 2.6	3.4	18 4.1	4.4	23 5.4	22* 6.1		23* 7.0	20 6.3	6.4	18 6.0	5.9
2	TOTAL AUDIENCE (Households (000) & %)	{					5,160 5.9		6,210 7.1		6,470 7.4		6,990 8.0		8,300 9.5		6,820 7.8	
	NBC TV						KISSYFUR		GUMMI BEARS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS	
	AVERAGE AUDIENCE (Households (000) & %)	{					4,200 4.8		5,240 6.0		5,590 6.4		6,290 7.2		6,990 8.0		5,940 6.8	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %	{					24 4.6	5.0	25 5.5	6.6	24 6.4	6.4	24 6.9	7.5	25 8.1	8.0	21 6.9	6.7
TV HOUSEHOLDS USING TV		WK. 1	12.2	13.7	14.5	16.3	19.5	21.7	23.8	25.1	26.3	27.2	28.0	28.5	28.2	28.2	28.4	29.7
(See Def. 1)		WK. 2	12.5	14.2	16.2	18.3	20.6	22.1	23.8	25.4	26.4	28.0	29.7	30.3	31.4	33.1	33.0	32.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. APR. 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR. 28, 1987

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE (Households (000) & %)	{	5,680 6.5	5,070 5.8		3,760 4.3		3,230 3.7		3,060 3.5							
ABC TV		BUGS BUNNY & TWEETY SHOW	ANIMAL CRACK-UPS		ABC WEEKEND SPECIALS COUGAR, PT 3		HEALTH SHOW		ALL NEW EWOKS(B)							

AVERAGE AUDIENCE (Households (000) & %)	{	4,810 5.5	4,200 4.8		2,970 3.4		2,620 3.0		2,270 2.6							
SHARE OF AUDIENCE %		19	16		11		10		9							
AVG. AUD. BY ¼ HR.	%	5.5	5.6	4.8	4.9	3.4	3.4	3.1	3.0	2.7	2.5					

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TOTAL AUDIENCE (Households (000) & %)	{	4,110 4.7	3,760 4.3		2,360 2.7		2,710 3.1						8,130 9.3			
CBS TV		GALAXY HIGH SCHOOL	CBS STORYBREAK		ROCK N WRESTLING-1 (SD)		ROCK N WRESTLING-2						TOURN. PLAYERS CHAMP-SAT (2:00-3:30PM)			

AVERAGE AUDIENCE (Households (000) & %)	{	3,320 3.8	2,970 3.4		2,010 2.3		2,360 2.7						3,580 4.1	4.0*		4.1*
SHARE OF AUDIENCE %		13	12		8		11						13	13*		14*
AVG. AUD. BY ¼ HR.	%	4.1	3.6	3.1	3.6	2.2	2.4	2.6	2.8				4.0	4.0	4.0	4.1

TOTAL AUDIENCE (Households (000) & %)	{	5,510 6.3	5,940 6.8		5,420 6.2		4,110 4.7									
NBC TV		FOOFUR	IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO									

AVERAGE AUDIENCE (Households (000) & %)	{	4,720 5.4	4,890 5.6		4,630 5.3		3,500 4.0									
SHARE OF AUDIENCE %		19	19		18		13									
AVG. AUD. BY ¼ HR.	%	5.8	5.1	5.3	5.8	5.3	5.3	4.2	3.8							

TOTAL AUDIENCE (Households (000) & %)	{	5,940 6.8	4,280 4.9		3,760 4.3		2,270 2.6		4,810 5.5							
ABC TV		BUGS BUNNY & TWEETY SHOW	ALL NEW EWOKS		ABC WEEKEND SPECIALS JETTER PASON AND THE MAGIC WEAVER		HEALTH SHOW		CHRYSLER CUP GOLF-SAT							

AVERAGE AUDIENCE (Households (000) & %)	{	4,890 5.6	3,230 3.7		2,880 3.3		1,840 2.1		2,010 2.3	2.3*		2.4*		2.4*		2.3*
SHARE OF AUDIENCE %		17	12		11		7		7	7*		6*		8*		7*
AVG. AUD. BY ¼ HR.	%	5.6	5.6	3.8	3.7	3.1	3.5	2.1	2.1	2.3	2.4	2.2	2.5	2.4	2.4	2.4

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2

TOTAL AUDIENCE (Households (000) & %)	{	4,810 5.5	3,850 4.4		2,970 3.4		4,280 4.9						6,580 7.5			
CBS TV		GALAXY HIGH SCHOOL	CBS STORYBREAK		ROCK N WRESTLING-1		ROCK N WRESTLING-2						CBS SPORTS SPECIAL-SAT U.S. WOMEN'S INDOOR TENNIS CHAMPIONSHIPS (2:00-4:00PM)			

AVERAGE AUDIENCE (Households (000) & %)	{	4,110 4.7	3,320 3.8		2,450 2.8		3,320 3.8						2,360 2.7	3.1*		2.5*
SHARE OF AUDIENCE %		15	12		9		12						9	10*		8*
AVG. AUD. BY ¼ HR.	%	4.6	4.7	3.9	3.6	2.8	2.8	3.5	4.1				3.3	2.9	2.5	2.5

TOTAL AUDIENCE (Households (000) & %)	{	5,770 6.6	5,330 6.1		3,850 4.4		2,710 3.1						5,160 5.9			
NBC TV		FOOFUR	IT'S PUNKY BREWSTER (SD)		LAZER TAG ACADEMY		KIDD VIDEO						ALL-STAR SOFTBALL GAME			

AVERAGE AUDIENCE (Households (000) & %)	{	5,070 5.8	4,460 5.1		3,410 3.9		2,530 2.9						3,230 3.7	3.4*		3.9*
SHARE OF AUDIENCE %		18	17		13		9						12	11*		13*
AVG. AUD. BY ¼ HR.	%	5.9	5.6	5.1	5.2	3.9	3.9	2.9	2.9				3.2	3.7	3.9	3.9

TV HOUSEHOLDS USING TV WK. 1	29.1	28.5	29.2	29.4	29.1	29.8	30.3	30.3	29.5	29.3	29.1	29.4	30.2	30.3	30.2	30.4
(See Def. 1) WK. 2	31.9	31.9	31.1	31.5	30.7	30.9	31.0	31.0	30.8	31.2	30.8	31.3	31.2	31.3	31.4	31.7

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SAT. APR. 4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.28, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,390 9.6		{ 9,610 11.0										{ 7,170 8.2					
	ABC TV	PRO BOWLERS TOUR										ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,480 5.1		{ 4,980 5.7										{ 6,120 7.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	15	14 *		14 *	5.5	15 *	14	13 *		14 *	6.0	5.9	14 *	14	7.2	6.8		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 17,650 20.2												{ 9,880 11.3		{ 23,160 26.5			
	CBS TV	TOURN. PLAYERS CHAMP-SAT (2:00-3:30PM)		CBS NCAA BSKBL CHAMP-SA-1 PROVIDENCE VS SYRACUSE (3:30-5:57PM)(-OP)										(1) (OP)(-OP)		CBS NCAA BSKBL CHAMP-SA-2 INDIANA VS UNLV (6:00-8:22PM)(OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,530 10.9		{ 10,050 11.5										{ 13,110 15.0		{ 12,7 * 29 *			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	4.1	4.6	7.2	9.6	10.9	11.2	11.0	11.3	12.3	12.5	12.3	11.3	11.7	13.1	14.3	14.6		
W E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 8,390 9.6												{ 8,910 10.2				{ 7,170 8.2	
	ABC TV	PRO BOWLERS TOUR										ABC WIDE WORLD-SPORTS SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,720 5.4		{ 4,280 4.9										{ 6,120 7.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	17	15 *		17 *	6.1	18 *	13	13 *		12 *	4.6	4.5	13 *	17	8.0	8.4		
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 10,750 12.3												{ 8,300 9.5					
	CBS TV	CBS SPORTS SPECIAL-SA U.S. WOMENS INDOOR TENNIS CHAMPIONSHIPS (2:00-3:00PM)		CBS SPORTS SATURDAY										CBS SAT NEWS- SCHIEFFER					
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,720 5.4		{ 4,720 5.4										{ 6,990 8.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	2.3	2.2	2.9	2.9	3.6	4.3	5.5	5.6	6.2	6.2	5.8	5.9	7.6	8.3				
W E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 4,890 5.6												{ 7,170 8.2				{ 10,580 12.1	
	NBC TV	VOLVO MASTERS TENNIS-SAT										DINAH SHORE GOLF-SAT							
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,190 2.5		{ 3,500 4.0										{ 8,910 10.2					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	8	10 *		8 *	2.2	6 *	11	9 *		11 *	4.5	4.1	12 *	22	9.6	10.7		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	31.9	32.6	33.1	35.3	36.5	37.5	37.9	39.7	40.6	42.0	42.9	44.1	46.8	48.0	49.9	51.8	
		WK. 2	31.2	31.4	31.7	32.9	33.1	33.8	33.8	35.9	38.0	39.3	40.9	42.4	44.2	45.9	46.9	49.5	

U.S. TV Households 87,400,000
(1) NCAA BRIDGE SHOW, CBS, (5:57-6:08PM)(S)

For explanation of symbols, See page A

DAY SAT. APR.4, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 29, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

E

E

K

I

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

8,570
9.82,880
3.3

SUNDAY MORNING

FACE THE NATION

4,630

2,450

5.3

4.7*

5.4*

5.8*

2.8

21

21*

22*

22*

9

4.3

5.0

5.5

5.4

5.8

5.7

2.9

2.8

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

E

E

K

2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

7,430
8.53,850
4.4

SUNDAY MORNING

FACE THE NATION

4,110

3,230

4.7

3.9*

4.8*

5.2*

3.7

22

21*

22*

21*

12

3.3

4.5

4.7

5.0

5.1

5.4

3.8

3.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

10.4
6.711.7
6.912.8
7.514.8
9.416.1
11.118.2
13.020.6
15.721.9
17.423.4
18.924.8
21.725.6
22.825.8
23.626.6
25.027.7
26.627.2
27.527.1
27.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. APR. 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 29, 1987

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45														
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		6,380 7.3						1,840 2.1																							
		← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																													
	ABC TV																														
WEEK 2	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		4,540 5.2		5.0*		5.3*		1,310 1.5																							
	SHARE OF AUDIENCE %	17		17 *		17 *		5																							
	AVG. AUD. BY ¼ HR. %	4.6		5.4		5.4		5.3		1.5		1.5																			
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
				FOR OUR TIMES (SUS)		6,290 7.2		CBS SPORTS SUNDAY 1987 WORLD FIGURE SKATING CHAMPIONSHIP		12,150 13.9																					
	CBS TV																														
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		3,500 4.0		3.4*		4.6*		5,330 6.1		5.4*		5.8*		6.1*		6.9*															
	SHARE OF AUDIENCE %	13		11 *		15 *		18		17 *		18 *		18 *		20 *															
	AVG. AUD. BY ¼ HR. %	3.0		3.8		4.5		5.6		5.3		5.9		5.7		6.7															
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
						3,320 3.8		MEET THE PRESS																							
	NBC TV																														
WEEK 6	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		2,530 2.9				2,930 4.5		1,490 1.7				5,240 6.0																			
	SHARE OF AUDIENCE %	9				14		5																							
	AVG. AUD. BY ¼ HR. %	3.0		2.9		4.0		1.7		1.7																					
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		6,560 7.5				2,010 2.3																									
		← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																													
	ABC TV																														
WEEK 8	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		3,930 4.5		4.1*		5.0*		1,490 1.7				2,190 2.5		2.1*		2.6*															
	SHARE OF AUDIENCE %	14		13 *		16 *		5				7		6 *		7 *															
	AVG. AUD. BY ¼ HR. %	4.0		4.2		4.9		5.2		1.7		2.0		2.3		2.5															
WEEK 9	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
				FOR OUR TIMES (SUS)		15,120 17.3																									
	CBS TV																														
WEEK 10	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		7,080 8.1		6.2*		7.7*		8.1*		8.6*																					
	SHARE OF AUDIENCE %	22		18 *		21 *		23 *		24 *																					
	AVG. AUD. BY ¼ HR. %	5.8		6.6		7.5		7.9		8.0		8.2		8.6		8.6															
WEEK 11	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
						3,150 3.6		MEET THE PRESS		4,810 5.5																					
	NBC TV																														
WEEK 12	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{															
		2,530 2.9				1,660 1.9				2.6*		1.9*		1.8*																	
	SHARE OF AUDIENCE %	9				5		7 *				5 *		5 *																	
	AVG. AUD. BY ¼ HR. %	3.0		2.8		2.8		2.4		2.0		1.9		1.9		1.8															
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	26.7	27.7	27.9	28.8	29.2	30.3	31.2	32.0	31.4	31.4	31.5	32.5	33.2	33.3	34.1														
		WK. 2	27.7	28.8	29.2	30.2	31.3	32.0	32.0	32.3	32.9	33.7	34.5	35.6	35.9	36.2	36.1														
U.S. TV Households. 87,400,000																															

For explanation of symbols, See page A.

DAY SUN. APR. 5, 1987

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 29, 1987

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{		3,760 4.3	{		11,620 13.3	{		{		{		{		9,530 10.9		
	ABC TV	{		U.S. PROFESSIONAL SALIS.	{		{		{		{		{		{		ABC WRLD NEWS TONIGHT-SUN	
	AVERAGE AUDIENCE (Households (000) & %)	{		2,970 3.4	{		4,090 5.6	{		{		{		{		{		8,390 9.6
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		9 3.4	{		13 5.1	{		{		{		{		{		18 9.4
WEEK 2	TOTAL AUDIENCE (Households (000) & %)	{		15,560 17.8	{		{		{		{		{		{		4,890 5.6	
	CBS TV	{		{		{		{		{		{		{		{		CBS EVENING NEWS-SUN(8)
	AVERAGE AUDIENCE (Households (000) & %)	{		6,900 7.9	{		6.2*	{		{		{		{		{		3,930 4.5
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		19 6.0	{		17*	{		{		{		{		{		20*
WEEK 3	TOTAL AUDIENCE (Households (000) & %)	{		4,890 5.6	{		6,480 9.7	{		{		{		{		{		10,930 12.5
	NBC TV	{		{		{		{		{		{		{		{		NBC NIGHTLY NEWS-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{		3,150 3.6	{		3.3*	{		{		{		{		{		9,350 10.7
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		10 3.2	{		9*	{		{		{		{		{		20
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		7,870 9.0
	ABC TV	{		{		{		{		{		{		{		{		ABC WRLD NEWS TONIGHT-SUN
	AVERAGE AUDIENCE (Households (000) & %)	{		2,190 2.5	{		2.3*	{		{		{		{		{		6,380 7.3
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		7*	{		6*	{		{		{		{		{		15
WEEK 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		7,870 9.0
	CBS TV	{		{		{		{		{		{		{		{		CBS EVENING NEWS-SUNDAY
	AVERAGE AUDIENCE (Households (000) & %)	{		6,730 7.7	{		7.6*	{		{		{		{		{		7,870 9.0
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		25*	{		20*	{		{		{		{		{		19
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		4,110 4.7
	NBC TV	{		{		{		{		{		{		{		{		NBC NIGHTLY NEWS-SUN(8)
	AVERAGE AUDIENCE (Households (000) & %)	{		3,670 4.2	{		2.5*	{		{		{		{		{		3,670 4.2
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR.	{		4*	{		7*	{		{		{		{		{		9
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	35.2	35.7	36.2	36.8	38.4	40.2	41.7	43.2	44.7	45.9	47.1	48.6	50.8	52.0	53.5	55.8
		WK. 2	36.6	37.2	38.4	37.7	37.7	37.7	37.8	38.3	40.0	41.2	42.3	43.4	46.7	49.0	50.3	51.8

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY SUN. APR. 5, 1987

A-38 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY																			
ABC ABC NEWSBRIEF-MON	2	8.58- 8.59PM	8.45								16,780	19.2	16,780	19.2	27	19.2			
ABC ACADEMY AWARDS(S)	2	9.00-12.04AM	~GRID 11.00 11.15 11.30 11.45 12.00								43,870	50.2	24,040	27.5	43				
														26.6*	47*	27.6			
														26.2*	55*	26.6			
																25.8			
																25.2			
ABC ABC NEWSBRIEF-MON	1	9.59-10.00PM	9.45	11,620	13.3	11,620	13.3	21	13.3										
CBS CAGNEY & LACEY	2	10.12-11.12PM	~GRID 11.00								13,720	15.7	8,480	9.7	16				
														10.6*	19*	10.6			
CBS CBS NCAA BSKBL CHMP POST(S)	2	10.00-10.12PM	~GRID								13,460	15.4	13,810	15.8	22				
EVENING TUESDAY																			
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	13,550	15.5	13,550	15.5	24	15.5		18,350	21.0	18,350	21.0	31	21.0			
EVENING WEDNESDAY																			
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	11,190	12.8	11,190	12.8	20	12.8		12,240	14.0	12,240	14.0	21	14.0			
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	12,940	14.8	12,940	14.8	23	14.8		9,960	11.4	9,960	11.4	18	11.4			
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45																
													</						

A-40 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING SUNDAY-CONT'D																			
ABC ABC NEWSBRIEF-SUN.-CONT'D	2	9.54- 9.55PM	9.45								12,670	14.5	12,670	14.5	21	14.5			
CBS SPORTSBREAK-SUN	2	8.29- 8.30PM	8.15								18,700	21.4	18,700	21.4	32	21.4			
	1	8.32- 8.33PM	8.30	16,080	18.4	16,080	18.4	27	18.4										
CBS NEWSBREAK-SUN.	2	9.50- 9.51PM	9.45								13,110	15.0	13,110	15.0	22	15.0			
	1	10.03-10.04PM	10.00	12,500	14.3	12,500	14.3	23	14.3										
EVENING MONDAY-FRIDAY																			
ABC ABC NEWS:NIGHTLINE	1	>	11.30	7,600	8.7	6,210	7.1	21	7.5	M-F	6,380	7.3	5,070	5.8	17	6.5			
	2	11.30-12.00MD	11.30													TU-F			
			11.45					7.0*	21*	6.6					5.1	TU-F			
			12.00					7.7*	28*	7.7									
ABC ABC NEWS:NIGHTLINE SPEC.(SUS)	1	12.00-12.10AM	12.00							TUE.									
ABC ABC NEWS:NIGHTLINE-MON	2	12.56- 1.26AM	12.45							MON.	5,240	6.0	4,460	5.1	26	5.8			
			1.00												5.4	MON.			
			1.15												4.5	MON.			
CBS WE THE PEOPLE		8.58- 8.59PM	8.45	8,740	10.0	8,740	10.0	15	10.0	MTUTH	7,780	8.9	7,780	8.9	13	8.9			
CBS NEWSBREAK-M-F		>	9.45	8,740	10.0	8,740	10.0	16	10.6	M-F	9,610	11.0	9,350	10.7	17	10.9			
			10.00						7.8	TUE.						TU-F			
CBS CBS LATE NIGHT I		>	11.30	5,420	6.2	3,850	4.4	16	4.7	M-TH	5,510	6.3	3,670	4.2	15	4.3			
																M-F			
			11.45					4.5*	15*	4.4					4.3*	13*			
			12.00						4.5	M-TH						4.2			
			12.15					4.4*	18*	4.3						4.3			
			12.30					4.2*	22*	4.3						4.1			
			12.45							M-TH						4.1			
CBS TOURN.-CHAMPIONS-HIGHLIGHT(5)	1	11.30-11.45PM	11.30	3,410	3.9	3,320	3.8	10	3.8	FRI.						4.1			
CBS CBS LATE NIGHT I -FRI(B)	1	11.45-12.45AM	11.45	2,100	2.4	1,140	1.3	4	1.4	FRI.						4.2*			
			12.00						1.3	FRI.						16*			
			12.15					1.4*	5*	FRI.						4.1			
			12.30					1.2*	5*	FRI.						4.1			
			12.45							FRI.						4.1			
CBS CBS LATE NIGHT II		>	12.30	3,670	4.2	2,620	3.0	18	3.6	M-TH	3,580	4.1	2,880	3.3	19	3.6			
			12.45					3.3*	18*	M-TH						3.2			
			1.00						2.9	M-TH						3.2			
			1.15					2.8*	19*	M-TH						3.2			
			1.30						2.7	M-TH						3.2			
		VARIOUS TIMES (SUS)														2.9			
CBS CBS LATE NIGHT II-FRI(B)	1	12.45- 1.42AM	12.45	1,490	1.7	960	1.1	5	1.1	FRI.						MON.			
			1.00						1.0	FRI.									
			1.15					1.0*	5*	FRI.									
			1.30					1.2*	7*	FRI.									
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	790	.9	700	.8	8	.8	M-THSU	1,310	1.5	1,220	1.4	14	1.4			
			2.15						.8	M-THSU						1.4			
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	-GRID	1,140	1.3	1,050	1.2	15		M-THSU	1,570	1.8	1,400	1.6	19				
			2.30						1.2	M-THSU						M-THSU			
			2.45						1.1	M-THSU						M-THSU			
CBS CBS NEWS NIGHTWATCH-3		3.00- 6.00AM	3.00	1,750	2.0	870	1.0	17	1.3	M-THSU	2,270	2.6	1,140	1.3	22	1.5			
			3.15					1.2*	17*	M-THSU						1.4			
CONT'D																1.5*			

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %						
EVENING MONDAY-FRIDAY-CONT'D																			
CBS CBS NEWS NIGHTWATCH-3-CONT'D				3.30					1.1	M-THSU						1.4	M-THSU		
				3.45				1.1*	17*	M-THSU				1.4*	23*	1.3	M-THSU		
				4.00				1.0	M-THSU						1.2	M-THSU			
				4.15				1.0*	18*	M-THSU				1.2*	21*	1.2	M-THSU		
				4.30				1.0	M-THSU						1.1	M-THSU			
				4.45				1.0*	18*	M-THSU				1.2*	23*	1.2	M-THSU		
				5.00				1.1	M-THSU						1.1	M-THSU			
				5.15				1.1*	20*	M-THSU				1.1*	21*	1.2	M-THSU		
				5.30				1.0	M-THSU						1.4	M-THSU			
				5.45				1.0*	17*	M-THSU				1.3*	22*	1.3	M-THSU		
NBC TONIGHT SHOW		11.30-12.30AM	11.30	9,700	11.1	6,030	6.9	22	7.7	M-F		9,700	11.1	5,940	6.8	21	7.5	M-F	
			11.45				7.4*	21*	7.1	M-F					7.3*	20*	7.1	M-F	
			12.00						7.0	M-F						6.8	M-F		
			12.15				6.5*	24*	6.0	M-F					6.2*	22*	5.7	M-F	
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	4,200	4.8	3,500	4.0	19	4.2	M-TH		4,200	4.8	3,500	4.0	19	4.3	M-TH	
			12.45						3.8	M-TH						3.8	M-TH		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	7,340	8.4	3,580	4.1	20	5.5	FRI.		4,630	5.3	2,620	3.0	14	4.0	FRI.	
			12.45				5.4*	22*	5.4	FRI.					3.8*	15*	3.5	FRI.	
			1.00						4.2	FRI.						3.1	FRI.		
			1.15				3.9*	20*	3.7	FRI.					2.9*	14*	2.7	FRI.	
			1.30						3.0	FRI.						2.6	FRI.		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS SCHOOLBREAK SPECIALS(S)-CONT'D			4.45																
NBC NBC NEWS AT SUNRISE		6.00- 6.30AM	6.00 6.15	3,500	4.0	2,710	3.1	25	2.7 3.5	M-F M-F		3,500	4.0	2,710	3.1	22	6.5* 18*	6.8 2.6	TUE. M-F
NBC BEFORE HOURS		6.15- 6.30AM	6.15	610	.7	520	.6	6	.6	M-F		440	.5	440	.5	5	.5	.5	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,930	4.5	3,930	4.5	16	4.5	MWF		3,760	4.3	3,760	4.3	15	4.3	4.3	MWF
DAY SATURDAY																			
CBS IN THE NEWS- 8.26AM-SUS(SUS)	1	8.26- 8.29AM	8.15																
CBS IN THE NEWS- 8.56AM-SUS(SUS)	1	8.56- 8.59AM	8.45																
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,190	2.5	1,920	2.2	7	2.2										
CBS CBS NCAA BSKBL CHAMP-SA-1	1	3.30- 5.57PM	-GRID 5.45	17,650	20.2	9,530	10.9	30	11.4* 29*	10.3									
CBS NCAA BRIDGE SHOW(S)	1	5.57- 6.08PM	-GRID 6.00	9,880	11.3	10,050	11.5	27	11.6										
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,460	5.1	4,280	4.9	20	4.9			6,030	6.9	5,940	6.8	28	6.8		
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,860	6.7	5,680	6.5	23	6.5			6,640	7.6	6,380	7.3	22	7.3		
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,680	6.5	5,330	6.1	21	6.1			4,720	5.4	4,460	5.1	17	5.1		
DAY SUNDAY																			
ABC CHALLENGE OF CHAMPIONS(S)	2	2.00- 4.05PM	-GRID 4.00									5,240	6.0	2,190	2.5	7		3.2	
CBS NBA ON CBS	2	1.00- 3.46PM	-GRID 3.45									15,120	17.3	7,080	8.1 9.4*	22 25*		8.8	
CBS NCAA WOMEN'S BSKBL CHAMP.(S)	1	1.00- 3.11PM	-GRID 3.00	12,150	13.9	5,330	6.1 6.6*	18 19*	6.6										
NBC DINAH SHORE GOLF-SUN(S)	2	4.00- 6.33PM	-GRID 6.30									9,180	10.5	3,670	4.2	11		5.7	

